

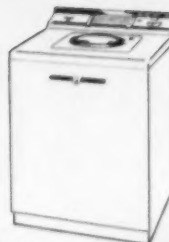
DECEMBER 1988
\$5.00
**Electrical
Merchandising**

In this issue
**Can The Dealer
Stop Builder
Sales?**

Apex
Home Cleaners



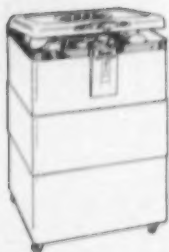
Apex Automatic
Clothes Washers



Apex Automatic
Clothes Dryers

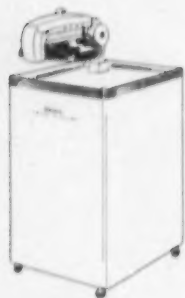


Apex Automatic
Dishwashers

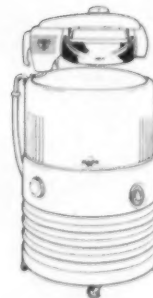


*A Christmas message
from the*
WHITE
SEWING MACHINE CORPORATION
to all
Apex
DEALERS AND DISTRIBUTORS

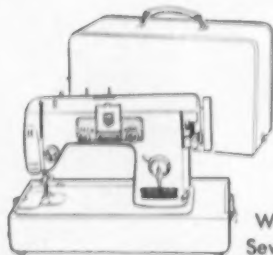
Apex Foldaway
Wringer Washer



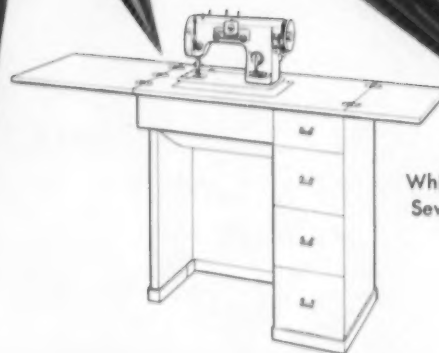
Apex
Wringer Washers



White Portable
Sewing Machines



White Desk Model
Sewing Machines



Nineteen-fifty-six has been a year of decision in our industry. And we at White are proud of our decision to merge Apex into the White Sewing Machine Corporation. This merger has produced a strong, vigorous, enthusiastic combination with improved, more efficient facilities plus new products and sales plans that will enable the White Corporation to move further

ahead with the Apex line in the months to come. And you can be sure that this will mean still greater full-profit opportunities for Apex Dealers and Distributors!

To our many friends...our deepest appreciation for your continued patronage and loyalty. A sincere wish, also, for your happiness, health and prosperity in 1957.

APEX ELECTRICAL MANUFACTURING CO.

DIVISION OF WHITE SEWING MACHINE CORPORATION
11770 BEREA ROAD • CLEVELAND 11, OHIO



Apex National Headquarters are now
located at 11770 Berea Road, Cleveland.

Electrical Merchandising

A
McGraw-Hill
PUBLICATION

Contents • December, 1956

Trends	5
Trends—Region by Region	13
Mort Farr Says: <i>Here's Why Salesmen Fail</i>	33
Economic Currents.....By the McGraw-Hill Dept. of Economics	36
Can Dealers Stop Builder Sales?.....By Ted Weber, Jr.	45
Super-Duper Promoter	50
That's How They Do Business in Australia..By Howard J. Emerson	52
The Store That Does \$650,000 by Phone.....	54
Here are the Features of 18 Brands of Steam Irons	
By Anna A. Noone	56
Wedding in an Appliance Store.....By Fred A. Greene	58
Toy Train Tycoon	61
Servicemen Sell Color TV in Homes.....	64
More Profit from Trade-Ins.....	80

Part 3 of P. T. Brockwell's series on Major Appliance Service, *Repairing Automatic Washers*, originally scheduled for December, will appear in the early months of 1957.

Electrical Appliance News—New Products.....	83
News—Trade Report	97
EDITORIAL: Sell Better <i>Electrically!</i> . . . Facing Inside Back Cover	
Index to Advertisers: The Year 'Round Market Place.....	106

Vol 88 No. 12



ELECTRICAL MERCHANDISING



December, 1956

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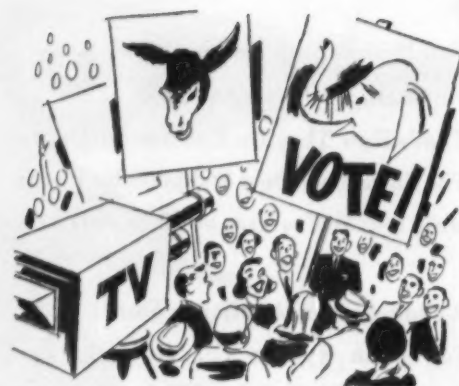
BIG THINGS

for Westinghouse Appliance

BIG THINGS IN ADVERTISING



"WATCH WESTINGHOUSE" CAMPAIGN—Bold, exciting advertising in newspapers, magazines, radio and television had people everywhere watching Westinghouse dealers.



PRESIDENTIAL CAMPAIGN COVERAGE—With its history-making \$10,000,000 Political Advertising, Westinghouse pounded away at the biggest audiences in history.

BIG THINGS IN PROMOTIONS

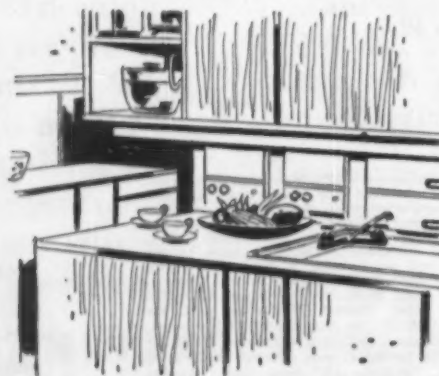


NEW ANSWER TO COLOR SELLING—First practical answer to merchandising color. Confection Color Showplace used color to sell white with minimum inventory.

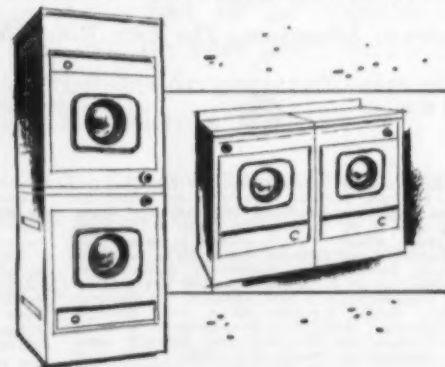


EXCITING TRADE-IN PICNIC—Westinghouse dealers everywhere rallied a big slice of June-July appliance sales with this bright full-line Westinghouse promotion.

BIG THINGS IN MERCHANDISING



CROSS-COUNTRY COLOR CARAVAN—Confection Color demonstration kitchens created by Melanie Kahane helped make American consumers color-conscious.



DRAMATIC NEW SELLING CONCEPTS—Westinghouse opened new sales horizons with ahead-of-the-field developments like the fit-anywhere Space-Mates Laundry Twins.

HAVE HAPPENED

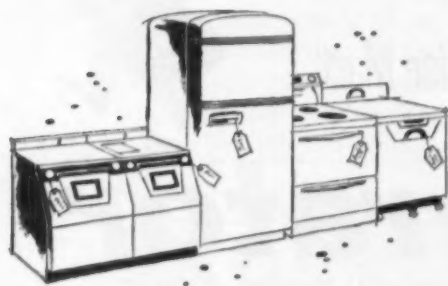
Dealers in 1956!



BETTY FURNESS AND "STUDIO ONE"—America's top saleswoman was more effective than ever with weekly demonstrations on Westinghouse's highly-rated dramatic hour.



"OPERATION LANDSLIDE" CAMPAIGN—Westinghouse dealers were Headquarters for "Campaign Specials" demonstrated on Westinghouse-CBS Political Broadcasts.



ATTRACTIVE WHEEL-AND-DEAL SPECIALS—A series of big-value specials helped Westinghouse dealers compete for the price-conscious consumer's dollar.



BIG MAGAZINE ADVERTISING PUSH—Top-circulation magazines carried Westinghouse appliance advertising averaging 1½ pages per week from May 1 through Christmas!



PRE-HOLIDAY APPLIANCE FESTIVAL—Still another national promotion equipped Westinghouse dealers for a major gift merchandising drive in November and December.



NATIONALLY-PROMOTED TRAFFIC BUILDER—Commercial after commercial throughout the Political Broadcasts on the Ice-Slice Tray drew traffic for Westinghouse dealers.



STEPPED-UP NEWSPAPER ADVERTISING—Factory-paid ads appeared, on the average, every 12 days from May through October . . . direct support for local selling!

BIG THINGS WILL CONTINUE TO HAPPEN IN 1957....

That's why top appliance
dealers are moving to
Westinghouse and moving
with Westinghouse

YOU CAN BE SURE...IF IT'S
Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION
MAJOR APPLIANCE DIV., MANSFIELD, OHIO

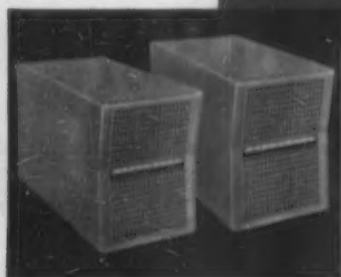
**COOLERATOR DEALERS MADE
MORE MONEY IN 1956...**

YOU'LL MAKE MORE MONEY IN 1957 WITH COOLERATOR



New Coolerator "PRO-FILES"—only 16 1/2" thin to install anywhere. Years ahead styling. More selling features.

New 1957 "ADVANCED CONVENTIONALS"—beautifully designed and engineered. Top performance. More comfort—more convenience.



Now—two new higher capacity, 1/2 HP Coolerator Dehumidifiers for this booming market. Custom model is fully automatic with humidistat.

HERE'S WHY...

Coolerator retail prices are lower . . . your profit margin is higher . . . and Coolerator quality is unexcelled. By actual records—the most service free air conditioner line in the industry.

Get the Coolerator price, performance and profit facts before you make any room air conditioner, dehumidifier or window fan commitments.

Write, wire or phone us today. And be sure to see the complete Coolerator line at

Space 1468 - Merchandise Mart

Coolerator

Room Air Conditioners—Residential Air Conditioning—Dehumidifiers—Window Fans



McGRAW ELECTRIC COMPANY
LONERGAN MFG. DIVISION • ALBION, MICH.

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR ('56 vs '55)
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	131	157	127	0.6% UP
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	284	279	284	1.3% DOWN
FAILURES of appl.-radio-TV dealers	37	30	23	8.2% FEWER
RETAIL SALES total (\$billions)	16.0	16.3	15.9	3.3% UP
DEPT. STORE sales index (1947-'49=100)	123	129	122	4.7% UP
DISPOSABLE INCOME annual rate (\$billions)	288.3	284.9	273.8	6.3% UP
LIVING COST index (1947-'49 = 100)	117.1	116.8	114.9	1.1% UP
SAVINGS of consumers, annual rate (\$billions)	21.4	21.2	15.9	28.6% UP
HOUSING starts (thousands)	93.0	101.0	114.9	18.6% DOWN
AUTO output (thousands)	388.9	190.7	517.8	29.0% DOWN
UNEMPLOYMENT (thousands)	1,909	1,998	2,131	5.0% BETTER

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

When is an appliance store not an appliance store?

Quite often, nowadays. And even more often in the future. The conventional definition of an appliance store is becoming less and less useful. Basically, two forces are at work speeding such developments:

— First, many appliance dealers are adding non-appliance lines. At various times of the year New York's big promotional appliance chains look more like garden supply houses or toy shops than appliance stores. Old lines dealers are adding non-appliance sidelines — greeting cards, dinette sets, even handling job printing on the side.

— Second, other stores are adding appliances-radio-TV, particularly radio, TV and electric housewares lines. The growing popularity of portable TV is helping to speed the day when it can be treated like its brother product, radio, which is already a packaged, over-the-counter business. Variety chains are adding TV and supermarkets have tried their hand at electric housewares. Don't forget, either, that a traditional function of your service department is being challenged by tube-testers installed in drug and food stores.

These developments are not necessarily any cause for alarm, though.

For one thing, appliance dealers themselves are initiating many of the changes which are taking place. It is of their own choosing that some dealers are beginning to think in terms of specializing as kitchen modernization outlets. It is likewise of their own choosing that still others are branching out, adding sidelines or taking on allied products (like central air conditioning). To this extent

dealers are controlling their own future and are riding with the trends mentioned above.

There's another reason, however, why dealers shouldn't become unnecessarily alarmed over what's happening to the appliance business. It's simply this: some of the "invasions" of the appliance field by other types of retailers will never materialize. There are built-in "checks" which put a limit on how far a merchant in one business can expand into another.

These checks, as they relate to supermarkets, for example, were examined in detail in a recent issue of "Grey Matter", the bi-monthly newsletter published by Grey Advertising.

The letter admits that "at first glance, the marriage of the super's enormous traffic flow and low margin dry goods-small wares lines appears to promise the extinction of other forms of mass retailing." Actually, continues "Grey Matter", the truth is that "food stores will continue to increase and improve their non-food sales but on a thoroughly selective basis. The selection will come from those lines of merchandise which

"(1) have high Consumption Velocity Factors (like toothpaste or hosiery)

"(2) can be handled in a tonnage operation (staple items, with a minimum variety of colors, types, sizes.

"(3) require almost no customer deliberation in the purchase

"(4) are packaged with the same protection as are most food lines

"(5) have a high stock-turn potential and require minimum space for display so as to meet supers' average quota of sales per square foot."

(Continued on page 6)

Double Stretch

...another example of Hoover's creative engineering that gives you more to sell



Hoover's double-stretch hose is just one of the many selling exclusives you get with Hoover Cleaners.

And, developing exclusive consumer benefits—for cleaners as well as the whole Hoover

line—is what makes our engineers happiest. Makes our dealers happier, too. Because they know that with Hoover, they've got more quality to sell—and they've got an easier selling job.

HOOVER® FINE APPLIANCES

... around the house, around the world



Sell and Install... THE ORIGINAL LAUND-R-VENT BEST BY TEST

**Increase
Profits
This
Simple
Way!**

You can always sell a LAUND-R-VENT when you sell a dryer because LAUND-R-VENT completes the installation; automatically carries lint and moisture to the outside, helps keep laundry room dry and clean. One minute's sales talk, a handsome extra profit... It's as simple as that!

Complete Kits Ready to Install

The all-aluminum LAUND-R-VENT is weather-proof, rust-proof, freeze-proof. Automatic damper prevents down draft. Individually packed, or complete kits in 3" and 4" diameters which include one LAUND-R-VENT, piping, fittings and installation instructions. Choice of flexible ducting or Snap Lock aluminum pipe and ell.

ASK YOUR JOBBER: Most jobbers carry LAUND-R-VENT kits. If your jobber can't supply you, write giving his name. We'll send you prices and literature at once.



Snap Lock aluminum pipe requires no riveting or clinching. Snap it together, it locks itself and is ready for work.

Attractive, silver finish Fiberglass flexible ducting is fire-proof, vermin-proof, washable, durable. Won't rust or corrode. Bends to 1" radius.

COLE-SEWELL

JOBBERS IN PRINCIPAL CITIES

ENGINEERING CO.

2288 UNIVERSITY AVENUE
ST. PAUL 14, MINNESOTA

**Distributors and Dealers
Clean up \$\$\$**

with the
**SSS-T!
STEAM
IRON
CLEANER**



REMOVES CLOGGING SCALE

*The miracle cleaner every
Steam Iron owner wants*

- EASY TO USE
- NON ACID
- ODORLESS
- ECONOMICAL
- WON'T BURN
- RECOMMENDED

Full
YEAR
Supply

\$1.00
Retail

Used & sold in leading appliance service stations from coast to coast.
Order from your jobber or write manufacturer for name of your nearest supplier.

FAST CHEMICAL PRODUCTS Corp.

DEPT. E P.O. BOX 56
EAST STATION, YONKERS, N. Y.

**THE NEW YEATS "Shorty"
STATION WAGON
& PANEL PICK-UP
appliance
dolly**



Only 47" tall, this new Yeats dolly is designed for TV and appliance men who make deliveries by station wagon or panel delivery. No need to detach appliance for loading... the YEATS "Shorty" will slide into your vehicle with ease. Has same aluminum alloy frame, 30 second strap ratchet and caterpillar step glide as the standard size YEATS dolly! See your dealer today!

YEATS "Everlast" COVERS & PADS

Washer Cover



Furniture Pad



SEND postcard for full information on our complete line TODAY!

**YEATS appliance
dolly sales co.**

2127 N. 12th St. Milwaukee 5, Wis.

TRENDS continued

ahead have been moving in the direction of general merchandise of specialty type selling." Davidson went on to predict that "fifteen years from now it will be hard to tell the large appliance store from a lumber yard." And stores which don't feel they can become big in this fashion, said Davidson, should specialize on a narrow niche of the market—radio-TV, or hi-fi, or kitchen modernization.

That's why you'll have to keep changing your definition of just "what is an appliance store."

Much has been written about the demise of the independent distributor. Most analyses of this type dwell on the declining profit picture among independents. But there's another factor working against the independent. Manufacturers are more and more anxious to actually control distribution policies in a given area. But government restrictions against the factory exercising such control of independents may lead some manufacturers to decide that factory-owned distribution is a better solution. *End*

MANUFACTURERS' SALES

		1956 (Units)	1955 (Units)	% Change
DISHWASHERS	Sept.	30,423	30,515	-.30
	9 Mos.	275,154	212,500	+29.48
DRYERS, CLOTHES, Electric	Sept.	136,628	126,575	+7.94
	9 Mos.	775,751	667,897	+16.15
Gas	Sept.	56,096	43,330	+29.46
	9 Mos.	285,548	230,632	+23.81
FOOD WASTE DISPOSERS	Sept.	43,189	50,164	-13.90
	9 Mos.	351,313	371,411	-5.41
FREEZERS	Sept.	51,978	72,987	-28.78
	9 Mos.	522,325	579,059	-9.80
IRONERS	Sept.	5,748	9,014	-36.23
	9 Mos.	41,045	63,144	-35.00
RADIOS:				
(Home, Clock & Portable)	Sept.	969,399	791,072	+22.54
	9 Mos.	6,475,803	5,046,905	+28.31
RADIOS, Automobile	Sept.	349,790	511,278	-31.59
	9 Mos.	3,060,093	4,980,457	-38.56
RANGES, Standard	Sept.	82,385	101,100	-18.51
	9 Mos.	862,333	979,888	-12.00
RANGES, Built-in	Sept.	33,557	18,200	+84.38
	9 Mos.	218,792	116,361	+88.03
REFRIGERATORS	Sept.	262,359	313,143	-16.22
	9 Mos.	2,861,460	3,210,337	-10.87
Two-Door Models (included under "Refrigerators")	Sept.	64,671	52,197	+23.90
	9 Mos.	565,920	535,211	+5.74
TELEVISION	Sept.	894,211	939,515	-4.82
	9 Mos.	5,259,271	5,760,506	-8.70
VACUUM CLEANERS	Sept.	320,278	306,507	+4.49
	9 Mos.	2,768,466	2,370,063	+16.81
WASHING MACHINES:				
Automatic & Semi-Auto	Sept.	298,401	314,266	-5.05
	9 Mos.	2,468,891	2,269,024	+8.81
Wringer & Spinner	Sept.	104,230	100,648	+3.56
	9 Mos.	872,651	886,352	-1.55
WATER HEATERS, Storage	Sept.	55,845	67,675	-17.48
	9 Mos.	513,895	551,050	-6.74

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfr. Ass.,
VACUUM CLEANERS—Industry Estimate by Vacuum Cleaners Mfr. Ass., RADIO AND
TELEVISION—Industry Production Estimate by Radio-Electronic-Television Mfr. Ass.,
All Others NEMA Members, Not Industry.

"25% OF MY STORE PROFIT COMES FROM REVCO SALES"

writes Mr. Weissinger of Weissinger's store in Kansas, Ohio . . . another small town Revco dealer success story.

"We bought the first Revco freezer in 1946. Since then we've sold over 225. That's quite a few freezers when you consider our town population is only 350. We find our farmer and industrial worker customers like the large chests. It means they can buy food in volume and save more money. We like the bigger profit and the freedom from annoying service calls."



"I expect to sell 100 Revco freezers this year."

Those are the words of Joseph Williams, manager of Wells Hardware in Holyoke, Mass.

"With our big-family customers, Revco big chest freezers are just right. They find the 26 ft. size especially economical to operate. Of course, we like to sell Revco because there are few, if any, service problems. And, of course, we like the good percentage of profit that goes with each sale."



"Revco's faster freezing demonstration often literally makes the sale—we expect a 25% sales increase in '56."

reports Mr. George Reamer, owner of Beyers Appliance store, Lapeer, Michigan

"Revco has all the features our customers want. And, with Revco's complete line, we have a freezer for every need. Most of the farmers are sold on the larger chest freezer. With Revco they can have more storage space with lower operating cost. The large chest market has barely been touched. We predict even greater Revco profits this year."

REVCO chest freezers are selling fast . . . AND HERE'S WHY:

- 1 Revco has a complete line of large chest freezers in different price ranges.
- 2 Revco can prove the lowest cost per cubic foot.
- 3 Revco can prove (with a startling consumer demonstration) the fastest freezing action in the industry.
- 4 Revco has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

Mail the coupon today. Please send me the facts on how to sell freezers at a profit.

Revco
SPECIALISTS IN REFRIGERATION



Revco Trend-Setting Products



REVCO'S convincing demonstration—W. T. Fyler, Revco District Manager, using the convincing Revco consumer demonstration proving (1) Revco faster freezing action, (2) Flavor-Saving food preservation, (3) Lower operating costs.

REVCO, INC.
Deerfield, Michigan

Please rush the full story on the Revco large chest freezer program. Prove to me—without a doubt—that Revco and only Revco has a freezer line I can't afford to be without.

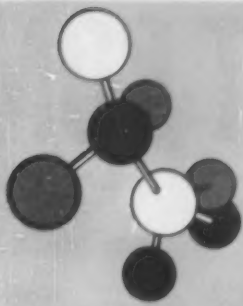
Name

Firm name

Address

City State

EM-126



Let This Miracle of Chemistry

ALL SHE DOES IS PUSH A BUTTON



Hotpoint WONDERINSE WASHER
model LK25

Work Miracles for Your 1957 Home Laundry Sales

THE 1957 **Hotpoint** **WONDERINSE WASHER!**

This Two-Cycle Pushbutton Washer Offers an Entirely New Clothes-Conditioning Process That Makes Clothes Softer... Whites Whiter... Colors Brighter... Sales Easier!

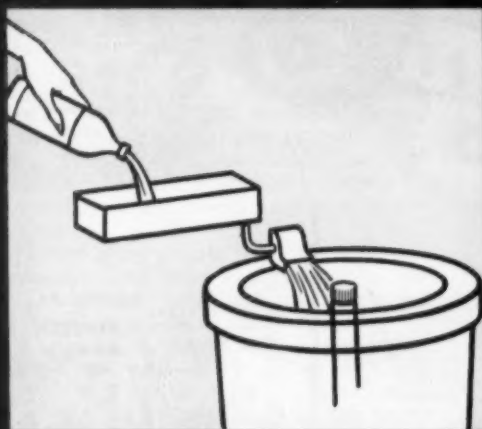
Wonderinse—new miracle of chemistry—makes a difference in washing results you can see . . . you can feel . . . you can sell!

Clothes washed in the 1957 Hotpoint *Wonderinse* Washer are *washed* cleaner with Hotpoint's famous Aquamatic wash-rinse action. They are *rinsed* cleaner—and *softer*—with *Wonderinse* automatically injected into

the rinse. And they *stay* cleaner, because *Wonderinse* actually seals the fabrics!

See for yourself how easy it is to put this exciting new concept in home laundering to work for you. Your Hotpoint Distributor will show you some startling demonstrations that will sell you *and* your customers. Check the 1957 Hotpoint *Wonderinse* Washer—today!

WONDERINSE Conditions Water....
Softens Fabrics... Rinses Newness into Clothes!



Here's how it works...

Wonderinse chemical is poured into the big capacity reservoir. Push a button, when the washer is started, and the correct, carefully-measured amount of *Wonderinse* is automatically injected into the final rinse.

And here are the results...

Clothes look cleaner . . . feel cleaner . . . are cleaner! Bath towels are fluffier, linens and cottons are softer—but never limp-soft. All fabrics are easier to iron because there are fewer wrinkles in clothes that have been conditioned with wonderful *Wonderinse*!

After 17 *Wonderinse* washings, everything still looks like new! Hotpoint will tell this dramatic story in a great national advertising campaign. Be ready for big business in 1957—with the brand-new Hotpoint *Wonderinse* Washer!

Look to **Hotpoint** for the finest...first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) Chicago 44



You are cordially invited to visit
WHITE PRODUCTS CORPORATION
the next time you are in the vicinity of
MIDDLEVILLE, MICHIGAN
in order to inspect the result of White's
huge expansion and improvement program



White's growth is outstripping the industry . . . phenomenally!
White dealers' sales have more than DOUBLED in the past 2-3 years!
 With a full line of electric and gas "Water-Hotters" in dazzlingly beautiful round and table top models, *White* dealers have learned that, properly promoted, water heaters can pay them the best profits of any item they handle. Are you getting *your* "take" from this often-unsuspected "gold mine"? For the time-tested *White Proved Profit Story*—plus details on the sensational new *White* water softeners—contact your *White* distributor or phone, wire, or write *White* soon as you can! Better, come VISIT us . . . you'll be so welcome!

WHITE PRODUCTS CORPORATION
 MIDDLEVILLE, MICHIGAN
Division of AIRWAY INDUSTRIES, INC.



ELECTRIC
Round models,
20 to 80
gallons



ELECTRIC
Table top,
30 to 52
gallons
GAS
Table top,
30 gallons
illustrated



GAS
Round models,
20, 30,
40 and 60
gallons



NEW
White
WATER
SOFTENER
Automatic and
Semi-automatic

TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Laundry and portable TV buck a slow market . . . Distributors do better than dealers . . . Slight pickup in early November indicates good Christmas

UNLESS business picks up substantially between now and Christmas the year is likely to end up with all the explosive enthusiasm of a slow leak.

Despite the usual ups and downs it was a pretty good year for dealers until somewhere around mid-September. The slump that took place then still hasn't been reversed and dealers all over the East were saying in mid-November—as they did in October—that business was “just fair,” “spotty,” or plain “lousy.”

And the things that were selling well in the earlier part of the fall-off are, generally speaking, still moving; the items that slowed down are still hard to push out the door.

Most retailers found that laundry equipment was still the only consistent sales producer; refrigerators were fairly slow; some couldn't do much with electric ranges (but some could); portable TV was outselling regular models; hi-fi was moving right along.

Typical of many reports was this one from a normally optimistic dealer in a Philadelphia suburb: “October was slower than normal and just about everything fell off. Laundry equipment has been a bright spot, but normally in October we would have depended on TV and it didn't come through. Color sets are beginning to sell again and our portable business is good, but regular black and white sets are showing only a very slow pickup. . . . Electric ranges have been going well and many sales are replacements of gas ranges. Small electric appliances haven't showed any signs of the usual holiday increase.”

A dealer in a suburb of Boston says, “October was off 12 percent from last year and dropped way down from September. But business began picking up again in early November.” Another dealer in Boston itself says, “Sales are off 20 percent from last year, although TV, radios and portable TV, which account for about 60 percent of my volume, are up 10 percent. Phonograph records are down 20 percent.”

A western New York state retailer tells a similar story: “It has been spotty since mid-October, with

good weeks followed by slow weeks. This week it's slow again. The market appears a little more stabilized, however. Our best showing has been in TV. Laundry items are excellent, especially dryers. Refrigerators are slow. Electric range sales are up but gas ranges are just holding their own. Dishwasher sales have picked up and we credit gift buying.”

Washington dealers' business followed a similar pattern. Laundry has been a mainstay and several retailers have been moving washer-dryer pairs. TV got a slow start after the election and is expected to really go to town with portable models for Christmas gifts. Also high on the dealers' expectancy list are transistor radios, electric frying pans and hand mixers.

Despite the recent uneasiness of the market, most Washington dealers expect that 1956 will end up on a par with 1955.

Distributors seem to be much happier with October-November sales than dealers. For example, a Philadelphia house comes right out and calls October “an excellent month,” even though refrigerators disappointed and TV sales weren't so hot. The strong seller, again, is laundry. This distributor expresses some concern about dumping of Crosley-Bendix merchandise. All it takes to start it, he says, is a rumor. What's more, this wholesaler is “loaded” with inventory. “Some items are coming out our ears while others are back-ordered. We can't get enough washers but we're loaded with ranges.”

A Boston distributor also claims a big-volume in October—dishwashers ahead 75 percent, built-in ranges up 45 percent. While water heaters were off 20 percent and steel kitchen cabinets fell 66 percent, the month as a whole was 42 percent ahead, dollarwise, of 1955.

Another distributor in the same area calls his October business 15 percent ahead of the previous year. Laundry and refrigeration get the credit; TV has been slow.

Less ebullient is the distributor in Boston who says his business was off about 10 percent, although freezers and refrigerators were ahead about three percent and ranges were up about six percent.

Promotions seem to be the firecrackers that set off sales for those dealers who report good volume. For example, in western New York a Sears, Roebuck store did well with a one-cent sale—a dryer for one cent with the purchase of an automatic washer. Another offered a free turkey, deliverable at either Thanksgiving or Christmas, with a major purchase. A third ran a 60-hour marathon with salesmen in night shirts.

One dealer, who sold four air conditioners during the first week of November, has evolved a theory about 1957 volume. He doesn't think people generally are going to buy as early in the season as they did this year, but will wait until it gets hot. Dealers themselves have so much carryover, he says, that even they won't be buying very early.

On the optimistic list for another retailer is hi-fi. His word: “fantastic.” It is growing, he de-

clares, and “will continue to grow. We are selling \$500 units here as if people were afraid they'd be unavailable tomorrow. Hi-fi is becoming a household word like TV, for which we mainly have the record companies to thank. They've done a fabulous job in promoting it.”

Christmas sales should be good, according to most retailers. If they aren't, it won't be the fault of their window dressers. Around New York several stores had their Christmas windows in before Halloween—early enough to catch both witches and passengers on the Mayflower.

... in the MID-WEST

By Tom F. Blackburn



What will sell best this Christmas . . . Wild discounts in Midwest . . . Car-load sales without profit . . . Sidelines and promotions

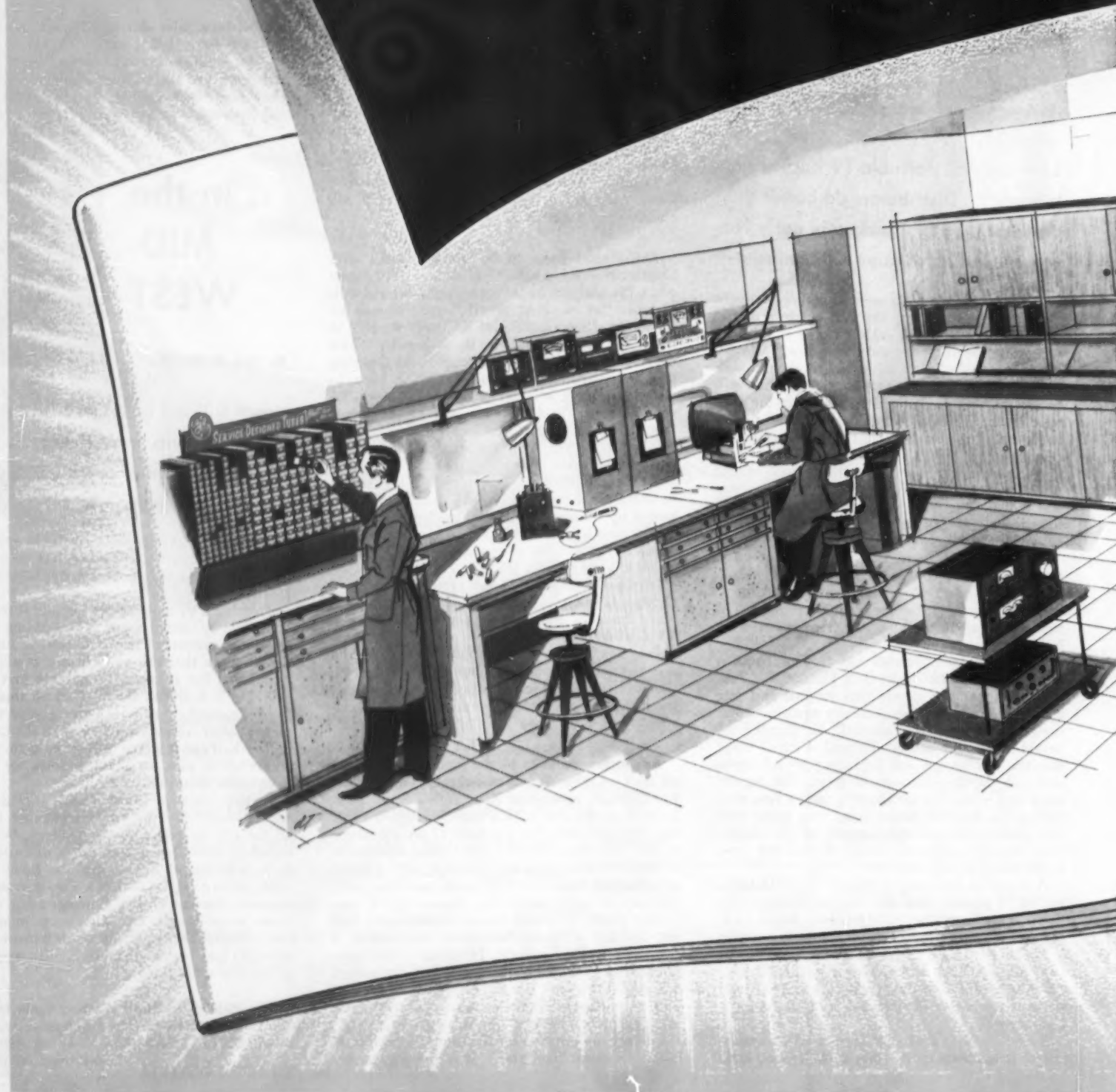
FROM the looks of things, it would appear that portable television, hi-fi, and tape recorders are going to be the fastest moving appliances around Christmas.

Portable TV, brought out because it was small, and could be carried about, is accounting for from two to 20 percent of television unit volume. You would think that the 8½-inch size would lead in popularity, but it is the 17-inch set that has the call. On hi-fi, it isn't the true faddist that is making the market, but the fact that the present new record player is so much better than the one it has replaced. Tape recorders sell because they permit an owner to pick up his recordings for nothing from radio broadcasts.

In two cities, in the Midwest, they are using suits in court as a means of regulating business. In the city an association is involved, because its members have been setting prices in unison. The U. S. government has hopped on them. In another city a group of dealers are suing manufacturers and distributors for allowing a big discount house more margin and advertising money than they allowed them. Reply of defendants: if the plaintiffs had bought that much they would have gotten the same thing.

The state of Missouri is trying again to license television repair men. The Electronics Association of Missouri of which John V. Glass, ABC Radio (Continued on page 16)

Now FROM G.E. HELP YOU MODERNIZE



NEW SHOP PLANS THAT FOR BUSINESS GROWTH!

TODAY the servicing of TV receivers, plus tubes and parts needed, adds up to more dollars than TV-set sales. In order for you to obtain your share of this fast-growing volume, General Electric has prepared new shop plans that help you handle more service business...more efficiently, more economically.

Giles van der Bogert, American Institute of Architects, drew on the experience of TV-service experts for General Electric's shop layout. It is planned for an average-size service dealer, yet can

easily be expanded or reduced to meet varying requirements. The plan can be used as a whole, or individual parts adapted to your needs.

Efficient work-flow...well-planned bench and counter areas...adequate space for set storage...these and other advantages will improve your servicing facilities, add to your profit opportunities. Study the features below! Then phone your G-E distributor for the complete plans! *Electronic Components Division, General Electric Co., Schenectady 5, N.Y.*

* Layout provides complete facilities for two bench technicians, but can be expanded to accommodate up to ten.

* Modular, or unit-by-unit design, permits wide flexibility in adapting plan to your individual needs. Also, you can start with any part of the layout, and complete the plan by easy stages.

* Complete dimension drawings and material lists are supplied. Any carpenter or builder can start the job for you immediately upon your request.

* Service-bench area includes many new time-and-work-saving features. A TV-test and storage rack with ample dimensions has compartments for portables up to large-size color receivers. There are custom-designed cabinets for technical manuals and service records.

* Plan calls for standard-dimension lumber and other easily obtained construction materials, so that cost to you will be as low as possible.

* Layout includes separate display and sales area for over-the-counter transactions. Floor and window displays can be accommodated effectively.

* There is an enclosed manager's office, which also can be used for TV, radio, and hi-fi demonstration. Coat closet and lavatory room are provided.

* The complete shop-layout book you receive has realistic three-dimension illustrations to show how your new shop and store will look. Ask your G-E tube distributor for your copy!



Progress Is Our Most Important Product

GENERAL  ELECTRIC

561-146

TRENDS REGION BY REGION

& Electric Co., is president, points out that the real desire of politicians to license repair men is that it will create nine \$7,000-a-year political jobs. Such a move won't affect service, but will increase the cost to the public, he says. Part-time repair men, who would be pushed out of the business, are not a big factor in TV repair.

Those who visited the 1956 National Motel Show, held in Chicago recently, were surprised at the amount of appliances motels buy. There are about 56,000 motels, averaging 21 suites, in the U.S. at this time, and 250 more are opened monthly. They buy cooking equipment, small refrigerators, air conditioners, television and radio.

Among the appliance people showing were McGraw Electric Co., General Electric Co., Lonerger Mfg. Co., and Westinghouse. Motels spend around \$15,000,000 a year on furnishings.

Milwaukee is 21.3 percent saturated with clothes dryers, according to a recent release by the Bisbing Business Research organization. A year ago only 16.5 percent of the families there owned them, and today five percent express a desire for one. This firm checks 1,500 families twice monthly to see what they have bought and intend to buy next.

Geography of Discounts. A research expert calling on Chicago dealers last month discovered that many of them were giving a discount from \$100 to \$130 on a \$399 automatic washer sale. In the suburbs he found that the discount had shrunk to \$75, and in small towns around Chicago, only \$50 was given, with the dealer selling the importance of his service. In Buffalo, N. Y., from which the research man had just come, dealers had only 13 percent of their margin after a washer sale.

A small town Illinois dealer reports that he sells two carloads a year of one brand of appliances. On one carload, he makes a normal profit. The second he sells at cost, makes no profit.

This is due, he said, to the competitive thinking of the brand. Twice a year the brand runs advertising, selling all of its items at cost, on the idea of Sears, Roebuck's 200 carload sales. Dealers are told to sell at their cost while this sale is on. Of course he gets his rent, light, salary, etc., but makes nothing on the goods, and assumes the financial liability of collecting for them. The volume he does during these sales runs into half his year's business for this particular brand.

Sidelines. Add bottled water to the list of items a dealer can sell to spread his profit around. In Jacksonville, Ill., there is a dealer doing this, and says it pays his taxes. There is a man in Little Rock, Ark., who specializes in crystal dining room chandeliers, and brings in customers from all over the state. A Tulsa, Okla., man found grandfather clocks were profitable. An Illinois dealer has a Coca-Cola machine in his store and finds a lot of people drop in to get a Coke.

The human yen for peanuts was tied in recently by Lawlors, in Lincoln, Nebraska, with an advertisement devoted to obtaining Christmas layaways. Its headline: "lay it away for peanuts at Lawlors." Buckets of peanuts—in shells—were placed throughout the store, and customers invited to sample them as they shopped.

Kansas is as dry as a bone. The state is a victim of the worst drought in half a century. It is a wheat state, and its farmers were hit as badly as anywhere by price drops. All this is a prelude to the nine months report of the Kansas Power and Light Co., which does one of the finest promo-

tional jobs in the country.

Look at the comparisons of 1956 with 1955: Electric ranges, ahead nine percent; electric clothes dryers, ahead 40 percent; automatic washers, 15 percent; room coolers, down eight percent; freezers, ahead four percent; refrigerators, down two percent; television, down 15 percent.

For the month of October, central air conditioners were ahead of October for 1955 by 112 percent; evaporative coolers, 26 percent; food waste disposers, 18.1; electric clothes dryers, 16.4 percent; freezers, 11 percent; standard electric ranges, six percent (built-ins, down 5.5 percent); automatic washers, up seven; water heaters, up 11.5.

... in the SOUTHWEST

By Fred A. Greene



Sluggish business still prevails . . . consumers not replacing old appliances . . . Texas sales down, Oklahoma steadier, New Mexico improves

BUSINESS continues to be as confusing as possible. Most Southwest dealers declined in volume sales during the past month or they just barely were able to equal September figures. Increases of a cheering nature were few; most reports show gains under 10 percent.

It's hard to pinpoint a reason for the sluggish business. Most businessmen continue to blame the drought, though the election gets its share of comment. Perhaps of more import may be the attitude of the buying public. It's changed.

There seems to be a growing insistence on the part of dealers and distributors that the consumer just isn't what he used to be. To quote a Fort Worth sales manager for a large appliance firm:

"Folks are getting tired of paying off debts. It used to be that the two-year-old TV set just wasn't good enough or the old washer—only a few years old—needed replacement because the new models did so much more. Now, for example, when an account customer comes into pay and I ask them if they're ready to trade off their old washer for a new one, I get this answer: 'No, I think I'll let the old one do for a while longer. I'm getting tired of spreading out my weekly check to pay off time payments. I'd like to hold on to my own money for a while.'"

Another important factor, according to a larger dealer, is that management is having to spend more and more time checking into credit and collections so that he hasn't time to supervise the overall sales program.

The situation is not confined to profits alone. Volume is down, too. While a slim majority of businesses are expecting a good fourth quarter, an alarming number do not foresee such a happy four months. The drought takes the major share of blame, but tightening credit on the part of

finance companies definitely is hindering sales.

Texas sales generally were down slightly to about even, with the biggest declines—25 to 35 percent—registered in the upper Gulf Coast cities of Port Arthur, Beaumont and Houston. Heavy drops were also noted in Dallas and several of the drought-stricken West Texas areas. Sharp declines were reported in East Texas, too.

Laundry equipment led the way in sales, though some improvement was made in refrigerators due to special closeouts and a late summer. Freezers were a Fort Worth dealer's best item. Oddly enough, not a single Texas (or other Southwest, for that matter) dealer reported ranges as moving well—this in spite of a fall range campaign now underway.

Television sales generally are fair, with the low to medium end models moving best. Some good reports of portable sales were heard, but by and large TV just isn't rolling in a big way. Some pickup in color sales have been noted and there's considerable optimism that both black-and-white and color will experience a good Yule season.

Oklahoma's picture is more encouraging though far from normal. At least no radical declines are reported. The drought situation still persists, but this reason is not the only one affecting business. Tight money and the elections are blamed. A hopeful note about fourth quarter sales is sounded—with fingers crossed.

Laundry equipment is the prime mover. An Oklahoma City wholesaler says this item is at least near normal in sales with everything else off.

Table model TV leads the list, but a few high-end consoles are beginning to move. Portables are picking up in the big cities.

Most businesses in New Mexico show heartening improvement, though one Albuquerque dealer slipped 50 percent from the previous month and 40 percent off the same period a year ago. Local drought conditions are blamed, but one dealer was frank enough to blame himself: "I'm not working my prospects enough."

While some New Mexico dealers forecast a good fourth quarter, the majority are pessimistic. Laundry equipment moved well. One dealer's top item was refrigerators. TV sales are fair, with prices generally between \$200 and \$300. Table models outsold consoles and portables.

All firms contacted in Arkansas show increasing sales, with one noting a 22 percent rise. Laundry equipment outdid other white goods, though in one instance refrigerators and freezers get the nod. TV sales are mixed with prices around \$200. Unseasonable weather has affected fourth quarter sales to date.

Most dealers throughout the Southwest have no hopes at all of making any headway with small electric housewares—even during the Yuletide period. Reason: stamp redemption centers are all too plentiful and cut-rate drug stores and jewelry houses are cutting prices to the bone.

Though most newspaper business columns forecast an upturn in Christmas sales and several merchants think the upturn will be sharper than expected, appliance dealers do not share this optimism. One reason, perhaps, is a 26 percent statewide decline in new home construction. Then, too, there's the profit picture. It's more disappointing than a year ago. However, even this shows some signs of life—not tangible yet but perhaps it bodes well for the future.

(Continued on page 21)

Get in on the ground floor with the greatest
step forward in Room Air Conditioners!



KELVINATOR TWO-DIRECTIONAL COOLING

**Cool Two Rooms
at the same time with
One 1957 Kelvinator
Air Conditioner!**

**NINE NEW
1957 MODELS WITH
TWO-DIRECTIONAL
COOLING**

**The First and Only Air
Conditioners that Effectively
Utilize the Full Cooling
Capacity of the
Popular 1 H.P. Models**

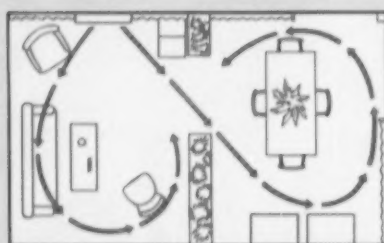
A Complete Line
"THIN-Style" MODELS
CUSTOM MODELS
**BUSINESS AND
PROFESSIONAL MODELS**
CASEMENT MODELS ➤

KELVINATOR WITH TWO-DIRECTIONAL COOLING

Cools Two Rooms with One 1 H.P. Unit

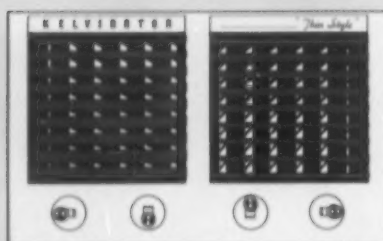


WHAT IT DOES!



Flick the control knobs and, with Kelvinator Two-Directional cooling, the cold air stream from the left-hand louvers can be directed into a living room while the right hand air stream is poured through the doorway into the dining room beyond.

HOW IT WORKS!

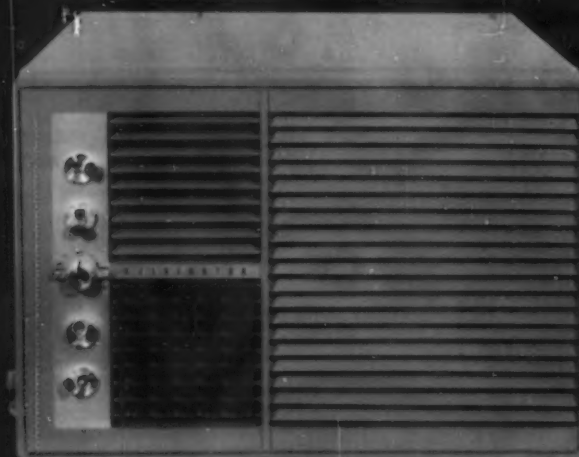


Horizontal louvers (red) can be rotated up or down to direct either or both streams of air at the height desired.

Vertical louvers (white) can be rotated far to the right or left to focus either or both streams of air in the direction desired.

Detail picture showing louvers only in Model RCG-109WS illustrated above.

CUSTOM MODELS with TWO-DIRECTIONAL COOLING



All Custom Models mount flush with the window sill. Thermostat and fan switch are combined in a single simple dial control. Replaceable Fiberglass filters.

CUSTOM LINE MODELS

Model RCG-78RS ¾ H.P., 7½ Amp., 115 Volts	Model RCG-108R 1 H.P., 230 Volts
Model RCG-108RS 1 H.P., 11.2 Amp., 115 Volts	Model RCG-158R 1½ H.P., 230 Volts

OUT-DEMONSTRATES... OUT-PERFORMS ALL OTHERS

A Model to Fit Every Sales Opportunity

NEW "THIN-Style" MODELS

with TWO-DIRECTIONAL COOLING

Every one of the slim and elegant new "THIN-Style" models has Two-Directional cooling, thermostatic control, 3-speed blower, fresh air, and exhaust vents. Replaceable Fiberglas filters.

New Kelvinator "THIN-Style" models install in the window or through the wall. They extend only $2\frac{1}{2}$ " into the room if wall mounted, outside overhang is kept to a minimum.

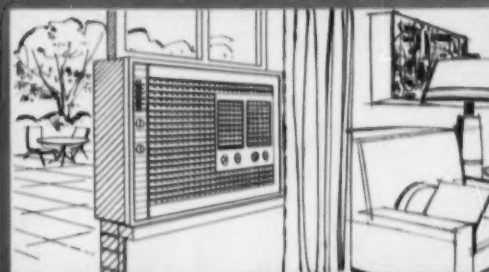
"THIN-Style" Model RCG-109WS* 1 H.P., 115 Volts

"THIN-Style" Model RCG-109W 1 H.P., 230 Volts

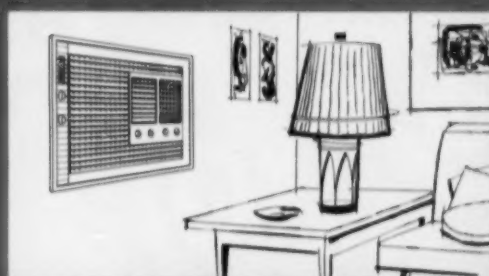
"THIN-Style" Model RCG-159W $1\frac{1}{2}$ H.P., 230 Volts

*Illustrated at left in full-color picture.

INSTALL IN THE WINDOW



OR THROUGH THE WALL



KELVINATOR PUTS YOU OUT FRONT IN THE HUGE VOLUME MARKET FOR 115 VOLT MODELS

**3 NEW
115 VOLT
MODELS**

**$\frac{3}{4}$ H.P. $7\frac{1}{2}$ AMP. 115 Volt Custom Model
1 H.P. 10.8 AMP. 115 Volt "THIN-Style" Model
1 H.P. 11.2 AMP. 115 Volt Custom Model**

CUSTOM MODEL



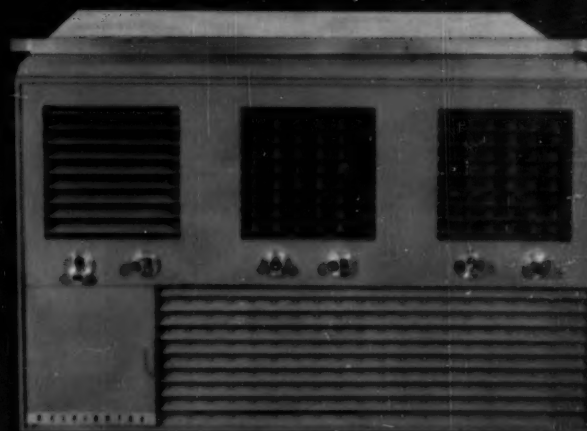
**FOR CASEMENT
WINDOWS**

(illus. Model RCG-78C)

Model RCG-78C a $\frac{3}{4}$ H.P., 115 or 230 volt unit with thermostat, concealed push-button controls; two-speed fan, fresh air-vent, replaceable Fiberglas filter. May be mounted half-in, half-out, or fully inside.

POWERFUL NEW 2 H.P.

For Large Homes, Offices,
Stores and Small Shops



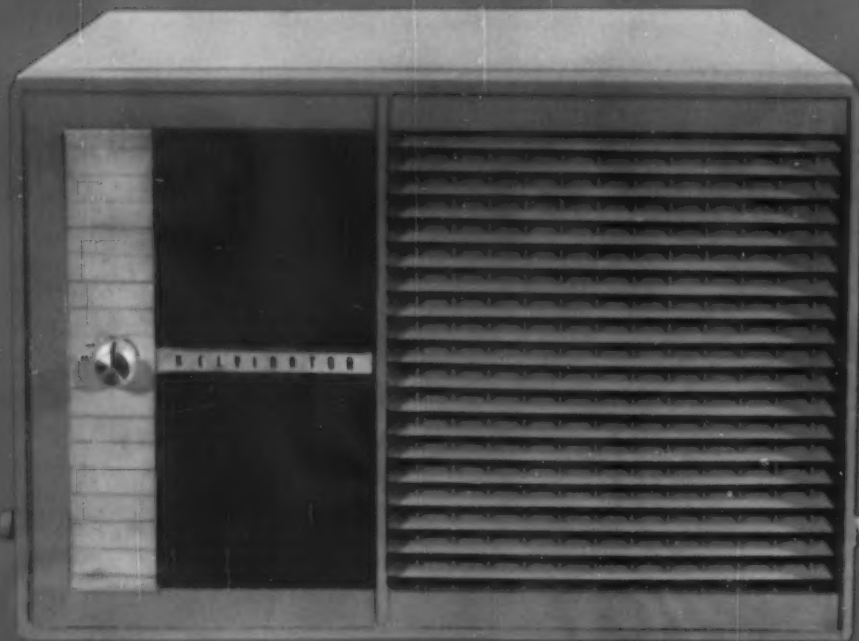
(illus. Model RCG-209R)

Independent directional controls on all three air nozzles so that you get maximum cooling advantage from all three air streams. Plus: concealed push button controls, automatic thermostat, fresh air and exhaust vents, three-speed fan, replaceable Fiberglas filters.

**...AND IT'S
KELVINATOR
FOR VOLUME!**

BIG NEW 1957 TRAFFIC BUILDER

**DELUXE 1 H.P.
PRICED AND STYLED
FOR HIGH VOLUME** ↘



(illus. Model RCG-101R)

BIG COOLING CAPACITY AT A LOW, LOW PRICE!

**YES, HERE'S THE VALUE THAT WILL
BRING THEM IN!**

Here is a price leader with terrific appeal. It's a big deluxe 1 H.P. unit priced as low as many so called "Bargain" $\frac{3}{4}$ H.P. models. Feature it in your window,

on your floor, in your advertising. It is an easy step-up from this to your top feature models with a world of extra profit opportunity.

**PRODUCTS • PROMOTIONS • PROGRAMS • NOW AVAILABLE!
SEE YOUR KELVINATOR DISTRIBUTOR TODAY!**

TRENDS REGION BY REGION

... in the SOUTH

Holiday sales spurt slow in coming. . . . Dealers blame weather, housing slow-down and overall consumer psychology

APLIANCE sales in the South during the first half of November, just prior to the big Christmas push, were a source of both satisfaction and chagrin to dealers and distributors in this area.

The consensus—"They're not so bad, but then they're not so good but what they couldn't and shouldn't be better. We're still ahead of last year, but you can't say the lead is increasing any." Even dealers on Florida's Gold Coast, who have been going great guns all year, are experiencing a slowdown in the rate of sales. Dealers are prone to blame several factors for the lag in the yet-to-materialize sales leap.

From Nashville—the weather. Just as summer was slow in coming to the South, so has been winter. "It's too darn cool for air conditioning, but it's still too warm to make people think of buying for winter or gift use." This dealer thinks that there is a psychological sales boost that comes with the first prolonged "cold spell" in his part of the country, and the thermometer hasn't obliged yet.

"Of course," he says, "other retailers feel it a lot more than we—clothing people, especially. There's nothing in our line that individually takes a spurt in the winter. But it's my idea that the customers' buying impulse, when it sets in, goes all across the board on consumer goods, hard and soft."

From Atlanta—the slowdown in housing construction. A major distributor says, "we've been lucky in Atlanta so far this year—home building here, while declining, held up through the summer and early fall much better than in other parts of the country. But now, with winter coming by the calendar, if not by the thermometer, home starts have dwindled to a fraction of what they were, and so have the rate of completed homes."

"This hurts in two respects—not only do dealers fail to get their too-small share of built in kitchens and the like, but they lost out on all the appliances, big and little, that normally go into a new home. People are still getting married and setting up households, but don't ask me where they're going or what they're putting meat and vegetables in—all I know is that it's not new homes."

This distributor blames the tight money supply and the reluctance of contractors to finance homes through FHA or GI loans because of the high discounts they have to pay. "But there's nothing we can do about that. But don't get me wrong—business is still good, and there's no doubt in my mind that it's going to get a lot better between now and Christmas. I would hate to make any prediction for after the first of the year, though."

From Raleigh, North Carolina, and New Orleans—the tense international situation. Dealers

in both these cities expressed the view that consumers are holding off on committing any more of their income or savings on major appliances until things in the Middle East quiet down.

"People are taking a more serious view of that whole mess than is generally realized, I think," says a Raleigh distributor. "What with that and the election, everybody's been so stirred up that a lot of people just haven't had the inclination to sit down and think about buying a range or refrigerator or television set. And, usually, it does take some thinking before investing two or three hundred dollars in a major appliance."

The New Orleans dealer is likewise of the opinion that unrest among the consumers due to "scare" headlines probably has something to do with not-up-to-expectation sales, but says there's another angle to this, too.

"In times of war, or war scares, people usually rush out and buy two things—automobiles and major appliances. And I haven't heard of a run on either category down here, and I sure don't want to see a war just to make my business pick up—I'm still ahead of last year, and that's good enough for me."

Sales in southeast Florida, while still substantially ahead of last year's and greatly ahead of the national averages, showed about a seven percent drop over the previous reported month. Oil heaters, dryers, and, for some reason, radios, are the big ticket merchandise sales leaders in comparison with the same month last year.

Around the 15th of November, dealers, distributors, and power companies in the South—in common with the rest of the country—turned their attention to holiday promotion sales. One of these, U. S. Steel's "White Christmas" promotion which actually started on November 5, is getting a big play almost universally.

But, there are a few dissenting voices when it comes to special Christmas promotions. A Tennessee dealer feels that there have been too many "lumped together" appliance promotions this year, thinks that individual appliances should be advertised on their own merits as Christmas gifts.

The merchandise manager of a Georgia department store doubts the validity of the idea of appliance Christmas gifts in the first place—at least of major appliances.

"I don't know very many husbands who rush

out and buy their wives electric ranges for their Christmas stockings—although Christmas is very good for us. It's really the small appliances—toasters, table grills, automatic skillets, and the like that do best in the gift line. And most of our promotion is done by national advertising."

So, overall in the South, sales at present are basically satisfactory, but, as one Atlanta dealer-distributor put it—"unexciting, very unexciting."

... in the GREAT LAKES

'56 volume to surpass '55. Portable TV's moving well. Promotions in full swing. Rising costs hurt '57 profit outlook

LATE in the fourth quarter, the appliance dealer, much like the football announcer, assumes a decisive tone. There is still a vestige of doubt, perhaps, as to the outcome, but reservations are fast diminishing.

Dealers throughout Ohio, Michigan, and western Pennsylvania are agreed that 1956 volume will surpass last year's, with current estimates, ranging from "very little ahead" to "up 10 percent." Only in the Kentucky-West Virginia district will '56 sales be in the minus column for a number of outlets as compared to the previous year. Reports from retailers in that area indicated an anticipated five to 10 percent decline.

1956 was consistently inconsistent what with strikes, tight money, elections, and unseasonal weather, but nonetheless, viewing the area as a whole, it appears annual sales will eclipse 1955, a banner year in all fields.

Most dealers are optimistic about holiday possibilities. The feeling generally is that Ike's reelection has had a favorable effect on buyers.

Portable television sets are getting a terrific response, particularly in the metropolitan areas. A Cleveland dealer says, "The item has been very well-promoted, and it really is a natural, especially for people who have two or three kids."

Another dealer was singing the portable's praises in spite of the fact that his television dollar volume during October had slipped 25 percent, primarily because of them.

"We sold as many units in October," he said, "but instead of consoles being the hot item, portables were. I'm not complaining, because with consoles we're in the repeat-buyer phase and a trade-in is necessary, but with portables there's ordinarily no trade-in, and the margin is higher."

He adds, "I did make an exception for one customer, though. He traded in his console and bought three portables." The recollection brought a smile. "The guy said, 'I'm tired of the kids horning in on my shows.'"

Radios and phonographs, traditionally popular as gift items, continue to hold their own.

Admiral has a wishing ring promotion in con-

(Continued on page 23)



SEE YOUR REFRIGERATOR DISTRIBUTOR TODAY!

**SAVE THAT
FLOOR SPACE!**



FOR THE BRAND NEW 1957



**Whirlpool
REFRIGERATORS**

COMING IN JANUARY!

See Your RCA WHIRLPOOL Distributor Now!

RCA WHIRLPOOL HOME APPLIANCES

Products of WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

More than ever... It's easier to sell RCA WHIRLPOOL than sell against it!

TRENDS REGION BY REGION

junction with holiday sales. Youngsters obtain a ring bearing the serial number of an Admiral product, from their dealer and present it to the family Santa Claus. Apparently, many happy endings are in store for the petitioners for appliance dealers report that phonographs, in particular, are moving in volume.

A number of distributors as well as manufacturers are placing considerable promotional emphasis on radios. Emerson is booming its transistor sets, and reception to the product has been reported as 'enthusiastic'. Incidentally, Emerson has also been ballyhooing its five-way combination portable TV and radio set.

Appliance manufacturers' national advertising campaigns are at their peaks, and retailers are feeling their full impact, except for Cleveland dealers who were the victims of a newspaper strike, involving the city's three dailies. The strike was called November 1, three days prior to the launching of several, major 1000-line newspaper advertisements, and for awhile, there was a mad scramble among distributors for radio-TV time.

Cleveland dealers, interviewed in November, were concerned, for as one pointed out, "There's no more important season for newspaper advertising. Those big promotions usually set the stage for the Christmas rush."

October's pattern appears to have been a checkered one. A Detroit respondent recorded a one percent sales increase as compared to October of 1955. In central and southern Ohio, gains were noted, with increases pegged in the three to 14 percent bracket.

In Covington, Ky. and Charleston, W. Va., declines of seven to 15 percent were reported. And though you would ordinarily expect Cleveland to be grouped with Detroit and the cities of central Ohio, such was not the case. Business in Cleveland during October was a little sluggish, and particularly in the early part of the month, much tight money talk was heard.

But even among those dealers of the region who got off to a relatively slow start, optimistic final quarter expectations were prevalent for the idea persisted that pre-election sales levels are invariably moderate. The Eisenhower landslide has brought with it high hopes for a strong finish.

Cleveland Electrical League tabulations indicate that thus far in 1956, appliance sales have been sustained at high levels. In comparison with a comparable period of 1955, television is up eight percent; radios, 10 percent; dryers and dishwashers, seven percent; garbage disposers, 66 percent; vacuum cleaners, 12 percent.

Other appliances on the plus side included washers, up four percent (automatics recorded an eight percent); electric ranges, seven percent, with built-ins, which accounted for 26 percent of total range sales, up 45 percent. Dehumidifiers and air conditioners up 225 and 16 percent respectively.

Food freezers held steady; two-temp refrigerators appear to be getting the nod over the standard food freezer, at least in this region.

Among the major appliances, only the refrigerator has declined in sales as compared to last year (13 percent sales decrease reported). The conventional refrigerator has lost considerable ground to the two-temp model. Conventional are running 28 percent off last year's pace, while the two-temps have held relatively steady.

Nine month tabulations coupled with the prevailing final quarter optimism provide every indication that 1956 will attain higher ranking sales-wise than its predecessor.

... in the FAR WEST

By Howard J. Emerson



'56 biggest year, but '57 brings problems—limited franchising, color TV, possible credit restrictions, a trading stamp battle

A LEVELING of sales during October and early November may cut into the anticipated volume for 1956, but it still looks like the biggest year on record in the Far West. It is a volume with profit but not without problems. For example, where will the volume come from beginning in January?

Programs? Can't tell your supplier without a program! Many dealers in northern California, other than those involved in the Crosley-Bendix-Philco musical chairs, are wondering whose franchise will hang on the wall in '57. They see it as a bigger hangover than any that may come out of the bottle on New Year's Eve. For instance, one of the very big brands has let it be known through the grapevine that 20 to 40 percent of its dealers will not receive franchise renewals for the coming year. Many industry observers have seen this coming. Same manufacturer has been experimenting with limited franchising of dealers in Oregon and Washington for a couple of years. Recently transferred manager of Northwest to take over new factory branch in San Francisco. Q. E. D? One dealer said at that manufacturers recent product showing, as he saw everyone and his uncle present, "The holy war is on. Many have been called and few will be chosen."

This is only the beginning, regional experts believe. Annual meeting of northern California Retail Credit Men and Women hosted an appliance-TV expert who forecast:

1. "The trend toward fewer manufacturers, each with a full line of appliances and TV, can only bring about—fewer retailers in relation to the number of customers; fewer dealers each doing a larger volume than today; dealers having one or, at the most, two brands; dealers merchandising for volume under close scrutiny if not direct control of the manufacturers."

2. "The need for 'volume dealers' will siphon off the inefficient discount houses and the inefficient appliance-TV dealers, ending with an industry of volume operators composed of the discount houses who add services and the appliance-TV dealers who learn to cut costs."

3. "A revolt against present forms of consumer credit is in the offing. Too many buyers have learned how much they pay for credit. Others resent, if they have good credit standing, being given the same terms as the barely acceptable account. The good risks are tired of paying an extra amount to go into dealers' reserves to take care of marginal credit risks."

And speaking of credit—more rumors are circulating here in the Far West that conditional sales

contracts will come under the scrutiny of a couple of state legislatures that meet this winter. Already, California, Nevada, and Utah groups have been eyeing what one critic calls "the CSC minuet" that permits the "CSC to flourish . . . outside the perview of the usury laws and the laws governing orderly, peaceful collection of debts . . ." Those who foresaw the end of conditional sales contract when the U.S. Court of Appeals, 5th Dist., (in Daniel & Dillard vs First Nat. Bank of Birmingham) called a CSC "usurious" and "condemned by public policy . . .", and commented "No disguise of language can prevail for covering up usury or glossing over a usurious contract," as yet have little strength. So far the strength seems to lie in a chance to get CSC's allocated a separate status with controls over the interest rate (or percentage time price can be over the cash price), plus some restrictions on the conditions particularly those applying to collection and equity.

Color is going well in most areas of the Far West. RCA distributor Meyberg in northern California reports that 32 percent of its sales during Sept., Oct. and Nov., have been color sets. Manager Parsh Henry told 150 dealers at November meeting sales will reach 50-50 by late December.

Even this good report on color sales does not come up to expectations out here. The by-far biggest hurdle, programming, has been overcome far beyond expectations. Delayed colorcasts are giving the Far West viewers color every evening, and the programs are stoppers. Yet no one is talking about color—no women discuss it over bridge, it takes no place in small talk while the foursome waits at the short hole; families watch "Jack and the Beanstalk" and no one notices the word "in color" on the black and white title. What has kept color from grabbing the public's fancy? Maybe, to paraphrase a political slogan, it is "war, politics and portables."

Electric housewares are getting off to a good start in the Far West, if the amount of lay-away can continue to be an index of Christmas business. But there is trouble. Dealers who have survived the onslaught of drug and variety stores, who have continued in spite of legitimate competition from credit jewelers, and from the not-so-legitimate competition of discount outlets, who've seen fair trade come and go, face the most severe competition in their history—trading stamps.

For many reasons, including the transient quality of Far West population, trading stamps have never been as important out here as in the Midwest and East. Not until now. But, during the last year, the increasing popularity of S&H and its numerous followers, has brought about a crisis. To meet this situation, more than 200 supermarket owners, most with five to 100 branches, met in Sacramento to study the competition from trading stamps. The result—"Blue Chip" stamps, backed by pages of newspaper advertising, radio spots, sponsored by these and hundreds upon hundreds of stamp-hating dealers. Blue Chip stamps, offering the same type of premiums as the franchised stamps, began to pour into housewives' purses. Some women who had been lucky to pick up 500 stamps from gas stations and specialty shops during a month are now picking up 1200 to 1500 from the supermarket alone plus another 1,000 from the dry cleaners, etc. Most women are filling two books a month. Maybe not many will have enough to use for Christmas shopping, but before spring and the usual bridal and graduation market, thousands of families will have their small appliance purchases wrapped in books of stamps.

(Continued on page 25)

**SAVE THAT
FLOOR SPACE!**



FOR THE BRAND NEW 1957



Whirlpool
WASHER-DRYER
COMBINATION
COMING IN JANUARY!

See Your RCA WHIRLPOOL Distributor Now!

RCA WHIRLPOOL HOME APPLIANCES

Products of WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

More than ever... It's easier to sell RCA WHIRLPOOL than sell against it!

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

Dealers drive against unethical advertising . . . Pickup of U. S. color TV programs suggested . . . Trend to furniture lines noted

SOME success is already noted by appliance-TV dealers who have organized all-out drives in eastern Canadian cities to stop unethical advertising methods.

"We've got them on the run already," said the top man of a dealers' group in an eastern Canadian city, confiding that his group has been successful in several prosecutions. "Our association has adopted a resolution to stop, by court action, if necessary, false representation by dealers," reported the secretary of another dealers' organization. "Such a drive by us against false ads has already brought a change of heart by a number of dealers in our city and we're on our toes to see that they stay that way," remarked an official of still another dealers' group.

The all-out cleanup campaign, started by dealers' groups themselves in several Canadian cities, is really trying to stop advertising of fictitious list prices, pressure-selling of low-priced loss leaders through advertisements without intent to sell, service offers but no intention or capability of carrying them out, and false descriptions of models in advertising.

Immediate pickup of U. S. color programs by Canadian stations, would boost TV sales. This was suggested by RETMA of Canada at a hearing in Ottawa where it was hinted strongly that otherwise there would be an unnecessary and undesirable delay in the selling of color TV sets in the Canadian market just as Canadian Government policies at one time stalled the introduction of conventional TV for several years.

A spokesman for the Association stated that the Canadian Broadcasting Corporation's public-owned stations as well as the privately-owned stations can be converted to carry color programs for approximately \$40,000 each and then could carry U. S. color programs over its microwave system. Connected with Buffalo, for instance, it now covers both Quebec

and Ontario but within two or three years could reach from coast to coast so that by picking up U. S. color programs, which are now steadily increasing, color TV could be brought to the Canadian market without an otherwise rather lengthy and undesirable delay.

In addition, a specific time could be scheduled when color TV will start in Canada in order that both stations and manufacturers can arrange to provide Canadian market with enough color TV sets to meet with anticipated demand. If this is not done and if there is a delay while waiting until Canadian color TV programs are available, the situation could easily develop where the U. S. would be producing such color sets in large quantities at low prices. At the same time Canadian producers would still be producing comparatively few sets at relatively high prices so that U. S. color sets could be sold in Canadian market, despite the 20% tariff duty, at prices which may even make it not feasible for Canadian manufacturers to make such sets.

Meanwhile, dealers across Canada are now waiting anxiously for some indication as to when color TV programs will start in Canada, this may be early in the new year.

Reports are coming in from an unbelievably large number of Canadian centres telling about appliance dealers rather suddenly expanding into furniture lines in time for the Christmas trade. Report after report in the past month tell about revolutionary changes by both large and small dealers, pioneer and younger firms, adding furniture lines after making radical changes in merchandising policies, staffs and premises. Thus, one 40-year-old pioneer firm in Ottawa extended its premises on the main floor alone by two-thirds to enter the furniture field on a grand scale. In Montreal, another large firm moved in a similar direction. In other cities, dealers are making

(Continued on page 29)

"Advertised-in-LIFE" NETS YOU A BAGFUL



Increase your traffic and turnover by tying in your local advertising and store displays with the products your manufacturers are featuring in LIFE.

When your prospects have been pre-conditioned by national advertising, it makes sense to tell them they can see famous LIFE-advertised products right in your store.

By displaying the "Advertised-in-LIFE" symbol often you're capitalizing on a pre-sold market . . . because LIFE influences your customers by reaching 3 out of 5 households in the average community in the course of 13 issues.

These best-selling brands will be advertised in LIFE during:

December 3rd

American Gas Association—page, color
American Kitchens Dishwashers—page, color
Casco Products Co.—page
Electric Companies Advertising Program—page
General Electric Dishwashers—page
General Electric Flash Bulbs—page
General Electric Product Service—page
Hotpoint Television—page, color
Magnavox Television—page
NBC Color Television Programming—spread, color
Proctor Electric Co.—1/2 page, color
RCA Victor Radio-Phonograph Division—page
RCA Victor Television—spread, color
Regency Division of I.D.E.A.—1/4 page
Remington Shavers—spread, color
Ronson Shavers—page, color
Schick Shavers—page, color
Shavex—28 lines
Singer Sewing Machine Co.—spread, color and 1/2 page
Sunbeam Electric Tools—1/2 page
Toro Mfg. Co.—page

December 10th

Bendix Laundries—page, color
Black & Decker Power Tools—page

Eureka Vacuum Cleaners—1/2 page, c.
General Electric Electric Housewares—page, color
General Electric Television—spread, c.
General Electric Washers—page, color
Hotpoint Dishwashers—page, color
Lewyt Vacuum Cleaners—page, color
Norelco Shavers—spread
Philco Television—page
Ronson Shavers—page
Schick Shavers—spread, color
Shavex—28 lines
Sunbeam Shavers—page, color
Toastermaster Toasters—page, color
Universal Coffeemakers—1/4 page
Weller Power Tools—page, color
Westinghouse Portable Appliances—spread, color

December 17th

General Electric Flash Bulbs—page, c.
RCA Victor Records—spread
Remington Shavers—page, color
Shavex—28 lines

December 24th

General Electric Washers—page, color
Kennebott Copper Corp.—page, color
Music Treasures of the World—page
Shavex—28 lines

LIFE LEADS THEM ALL

In weekly readership
26,450,000

In weekly circulation
5,714,310

Audience Sources:
A Study of the Household Accumulative Audience of LIFE; A Study of Four Media.

**SAVE THAT
FLOOR SPACE!**



FOR THE BRAND NEW 1957



**Whirlpool
FREEZERS**

COMING IN JANUARY!

See Your RCA WHIRLPOOL Distributor Now!

RCA WHIRLPOOL HOME APPLIANCES

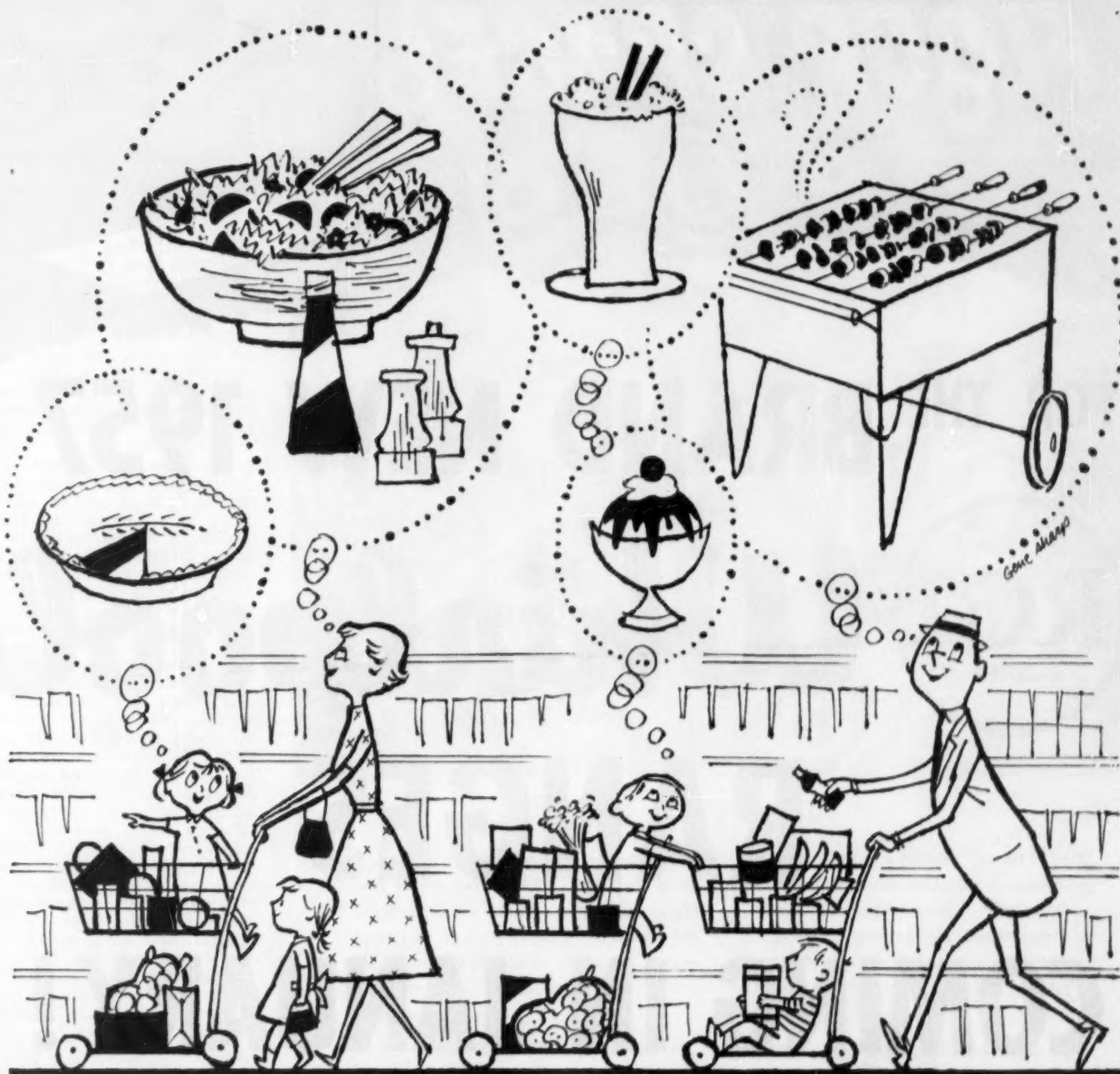
Products of WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

More than ever... It's easier to sell RCA WHIRLPOOL than sell against it!

month after month...

15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens

4,250,000 COPIES EACH MONTH



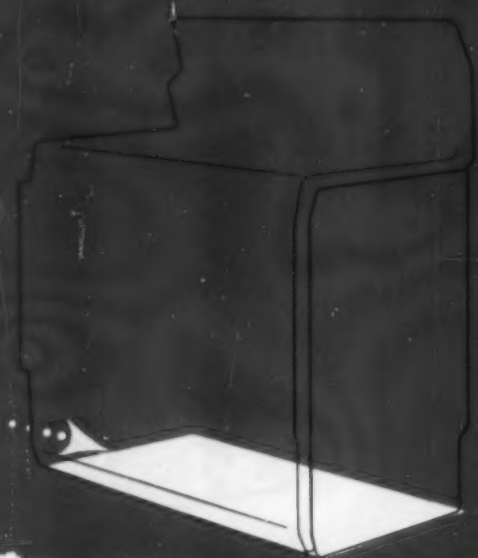
People who "live by the book" do things and buy things they see in BH&G. Of the 15½ million readers of an average issue, over 2,550,000 readers reported trying almost 4½ million ideas suggested in articles or ads. And 1,800,000 readers reported making 2,550,000 purchases of things they saw in Better Homes and Gardens. 15,500,000 people read an average issue of BH&G. One third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 Better Homes and Gardens readers—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

1/3 of America
reads Better Homes & Gardens !

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

**SAVE THAT
FLOOR SPACE!**



FOR THE BRAND NEW 1957



**Whirlpool
RANGES**

COMING IN JANUARY!

See Your RCA WHIRLPOOL Distributor Now!

RCA WHIRLPOOL HOME APPLIANCES

Products of WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

More than ever... It's easier to sell RCA WHIRLPOOL than sell against it!

TRENDS continued

or contemplating such moves on an unprecedented scale. This trend is shown particularly in the way such dealers are spending to set up show rooms.

"It's just a better business for us because there's a better profit margin," explained a dealer in Montreal who is also continuing to handle refrigerators, stoves, radios, etc., but who has extended his operations to include a wide range of home furnishings. "We tried out some smaller furniture pieces and found they work well with our regular appliances and other electrical goods," declared a veteran dealer in Quebec City, commenting quite significantly "we should have made this change long ago." "Just as soon as we can create the space for extensive displays of bedroom, living room, chrome furniture and other suites, we're definitely getting into the furniture business," reported a top executive of a chain in discussing plans, though he whispered that his company has no intention whatsoever, in face of these plans, to change present merchandising plans for radios, TV, refrigerators, stoves, washing machines, air conditioning units, etc."

Of direct interest to dealers, too, who are entering or intend to enter additional furniture field, is that an authoritative source in this nation's capital reveals that last year Canada's chain furniture stores recorded an average gross profit of 28.50% of net sales, their total operating expenses 25.07%, net operating profit 3.43%, non-trading income 4.36%, non-trading expense 0.52%, net profit before income tax deduction 7.27%, income tax 3.32% and final net profit 3.95%. Comparison with dealers' own returns can be useful.

Furthermore, appliance dealers should note that this biennial nation-wide survey clearly shows gross profits in past year for such exclusive furniture dealers dropped to 28.50% of net sales from 31.78% in previous annual survey. Though total operating expenses fell to 25.09% from 26.45%, the net operating profit was down to 3.41% from 5.33%. End



"YOU'VE GOT TO HAND IT TO CHELMSFORD. HE TRIES HARD."

Why it pays you to think like a woman



Ever notice how often a woman gets just to the brink of buying—then holds back, hesitates? And then, what might seem like a minor point finally gives her the assurance she needs to decide. So that becomes truly the major point... for it clinched the sale.

Take heating elements, for instance.

When any appliance is equipped with a Nichrome heating element, you've got

just that kind of a feature. For all buyers, from manufacturer to dealer to consumer, know Nichrome® stands for dependable, long-lasting performance. No wonder the name "Nichrome" helps move better quality, full-profit appliances at every level of distribution.

Make sure *your* appliances have heating elements of Nichrome—the "extra" that clinches the sale.

Nichrome V and Nichrome are manufactured only by

Driver-Harris COMPANY

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



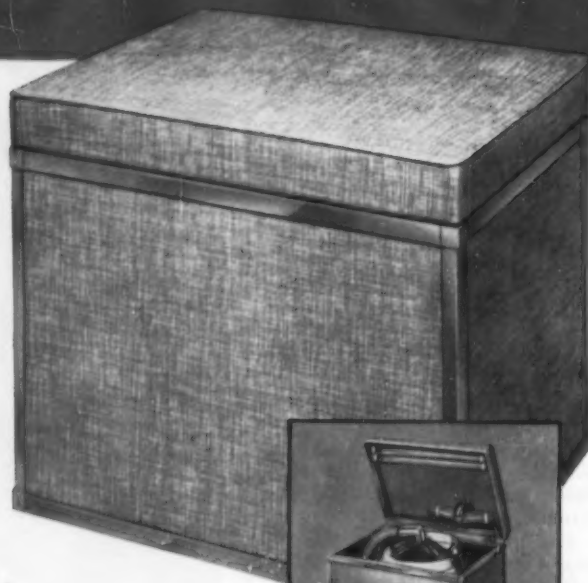
*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

EUREKA SURE-SELL

Give **FREE** \$19⁹⁵ Hassock Chest

WITH EACH ALL-NEW EUREKA SUPER ROTO-MATIC!



ONLY
\$69⁹⁵

Complete With 8-Piece Set
of Deluxe Cleaning Tools



Promote this "Fast Seller"...

EUREKA

Roto-Matic Model 805

OFFER AT **\$49⁹⁵** COMPLETE WITH TOOLS

FORMERLY \$69.95

Roto-Dolly slightly extra—optional!



and this steady "Extra Sales" builder, too!

EUREKA

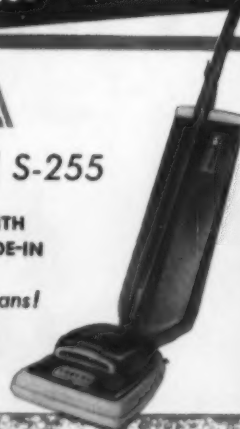
Super Automatic Model S-255

OFFER AT **\$79⁹⁵** WITH TRADE-IN

Beats, Sweeps and Suction Cleans!
No Dust Bag To Empty!



Power-Driven "DISTURBULATOR"
removes embedded dirt,
hair, threads.



CHRISTMAS OFFERS!

Get Record Sales
with these proven
Christmas Specials!



Order your mats and posters now!
Get your Christmas Promotion
going at once!

YOU CAN'T MISS! Christmas shoppers will be quick to like this sensational Free \$19.95 Hassock gift. Finished in beautiful Bolta-Flex, it's a useful premium with real value.

Featured in your promotion newspaper ads it is sure to pile in Christmas sales on the marvelous new Eureka Super Roto-Matic Model 910 at \$69.95. When you promote, you sell—it's as simple as that.

Then too, your customers will prefer the powerful new Eureka Super Roto-Matic 910 with its tremendous suction, double-size dust bag and new deluxe cleaning tools, including special floor-wall brush at no extra charge.

Note! Special Christmas poster 17" x 22" in flaming colors, features special Christmas offers on all 3 Eureka Models.

EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILL.
In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ontario

**EUREKA'S big colorful Christmas
Ads in LIFE, POST
and GOOD HOUSEKEEPING
will put sure-sell
in your local
promotions!**



CHRISTMAS GIFT OFFER!
FREE! \$19.95 HASSECK CHEST
Two gifts for the price of one!
Marvelous new style combination
Hassock and Storage Chest finished
in beautiful Bolta-Flex. Shows your
new Eureka and all its cleaning tools.

**GIVEN FREE WITH EACH
NEW EUREKA SUPER
ROTO-MATIC MODEL 910**

**The Powerful All-New
EUREKA
Super Roto-Matic**

**CHRISTMAS OFFER!
10 DAYS
HOME TRIAL**
with Money Back Guarantee!
Now have you seen such a power-
ful cleaner at such a low, low price?
For 10 DAYS—start everything you
need in every way, simply call
the cleaner to us and your money
will be gladly refunded.

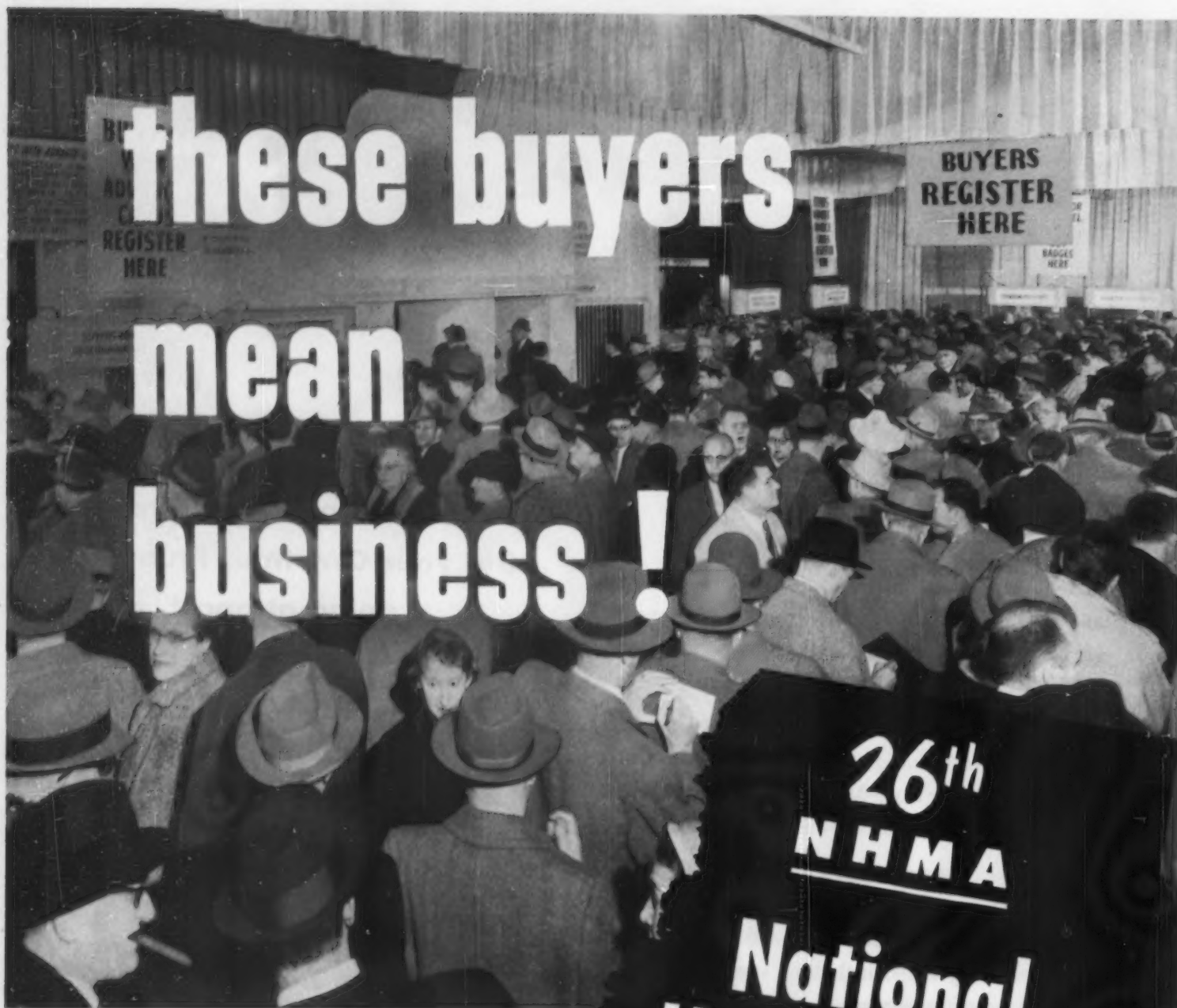
ONLY \$69.95
Eureka Model 910

**Christmas Offer! SAVE 20%
EUREKA
Roto-Matic Model 805
\$49.95**
Normally \$69.95
New-Eureka quality, extra-special
HURRY! Only limited quantity!

**See live demonstration at our store or office, or
PHONE DIRECT PRICING DEMONSTRATION
IN MATCHING 1776 PAGE**

FOR 10 DAY HOME TRIAL!
**DEALER'S NAME
and address**

**AD MATS
IN 2 SIZES:
18" AND 36"**



So Can You! These are some of the 10,000 housewares buyers who registered at the 1956 Chicago National Housewares Exhibit. They'll be back for the coming Chicago show, to get the full story first hand about new products, prices and merchandising plans... as a step toward more business, more profits. You should be there too. There will be more exhibitors than ever before to welcome you to this industry-sponsored exhibit. Make it your short-cut to better housewares business in 1957.

National Housewares Manufacturers Association
(Incorporated not-for-profit)

1140 Merchandise Mart, Chicago 54, Illinois

**26th
NHMA
National
Housewares
Exhibit
January 17-24, 1957
NAVY PIER *plus* DRILL HALL
CHICAGO**

Mort Farr Says . . .

Here's Why Our Salesmen Fail



Mort Farr, Upper Darby, Pa., appliance-TV dealer

WHEN we have put money and effort into hiring and training men why do so many of them fail? One reason is that many salesmen who have worked in the same store for years don't think the sales training available at the store is of much help to them. Many store owners are not equipped to handle sales meetings. Many of us are too busy to prepare the kind of meetings that will upgrade these men. Some day perhaps we can buy a service that will help us do this job better. In the meantime, here's why dealers tell me salesmen fail:

1. **LACK OF INDUSTRY.** At least 30% of appliance salesmen fail because they do not like to work. Show me a man with good earnings, and I'll show you a man who is not afraid to work. If he is making twice as much money as the others, chances are he is working twice as hard, or twice as long. Most salesmen waste too much time and even the best of them don't devote over 25% of their working hours to direct selling. The poor ones probably don't devote 10% to working profitably.
2. **FAILURE TO FOLLOW INSTRUCTIONS.** Salesmen are notoriously poor self-starters and need direction. However, in many cases they could point to the boss and say, "What instructions?" It is our job to plan their work and then see that they do it. They should know how to answer objections, how to cover the subject of price and when to bring it up. They must know how to build a prospect file and how to develop a purchaser's priority file so that they know what their old customers are going to buy next. It is our job to teach them about the after-sale follow-up, to inspire a feeling of friendship in the customer if they are going to get repeat business and maximum sales. We lose about 15% of our men, even those who have been properly instructed, because of failure to follow instructions.
3. **INADEQUATE KNOWLEDGE.** We lose another 10% of our men because of inadequate knowledge. This job of product knowledge is a never-ending one and here's where our suppliers must step up their efforts to give us more help in the new products and their uses that they are constantly bringing to the market. The number one quality of a successful salesman in our business is self-confidence. The secret of acquiring this self-confidence is largely knowledge. A salesman who knows all about his product, his customer, and, above all, salesmanship, can't fail or fail to have self-confidence. It is expressed in his attitude and will impress those he meets with his ability.
4. **LACK OF FIGHTING SPIRIT.** These men fail because they can't realize that like all other

professions experience is necessary. They look at another man selling on the same floor beside them and don't realize that these men acquired their proficiency by working at their profession. You can't be a success in any undertaking over night. Many of the men who have been lost to us would have made good salesmen if they had the spirit to continue and to want to learn. We probably lose another 10% due to this lack of fighting spirit, which is also a lack of confidence in the future of our business, or of selling.

5. **LACK OF DETERMINATION.** Men must be taught that people like to buy, but don't like to be sold. We have to show them that you may have to ask six times and in six different ways to get an order, but you should never give up. This lack of determination may count for another 5% of our failures and these five reasons count for about 70% of the failures of salesmen. The other 30% are due to things, like dishonesty and immorality, over which we have less control. Here are some of them:
6. **LACK OF ENTHUSIASM.** Some men cannot acquire it. Self confidence, initiative and enthusiasm must be created in the man's imagination before they can become a reality. I like men with enthusiasm, but I like them to get excited. When they get excited, they get customers excited and we get business!
7. **LACK OF TACT.** Men who lack this essential qualification will never succeed as salesmen.
8. **HEALTH.** A man must feel good in order to make a success out of selling as a career. He must be on his feet a lot, spend long hours in his work, so he must keep fit in order to stand up under the rigors of today's business.

The above are the reasons employers and sales managers give as to why their salesmen fail. Below are a few of the reasons advanced by the salesmen themselves in assessing their failure.

1. **FEAR OF THE JOB ITSELF.** We must be able to show these men how to sell; we can't tell them how. We must be able to not only sell effectively on the floor, but also to go make calls with a man, if that is what he is going to be expected to do. If you cannot do this personally, you must have a sales manager, or one of your other men who can. This is the only way to build that confidence so necessary to success.
2. **THE JOB LACKS STATUS.** I have already written about the poor public relations job our industry has done to attract good men, but we

must also have more tangible proof that ours is an honorable profession and that here is a good, honest way to make a dollar, and that a man should be proud to tell his family and friends that he sells appliances for your store.

3. **UNREALISTIC GOALS.** Don't promise things you can't deliver. Don't exaggerate the possible earnings or depreciate the time it will take to achieve his ambition. This business, like any other, takes time for achievement.
 4. **OUTSIDE INTERESTS OR INVESTMENTS.** Men who have independent incomes, or who have working wives making good money are poor risks because they don't have the proper motivation.
 5. **LACK OF INCENTIVE.** Incentives are the motivating force in the free enterprise system. This may be in the form of compensation, or could be in the form of contests and other motivating forces that move men to their maximum effort. Competition among your men will make them work when people are not buying, and to make more calls when it takes more calls to develop the volume we need.
 6. **LACK OF RECOGNITION.** Meeting all of the foregoing requirements would be futile unless you give your men proper recognition, even if it is just a pat on the back for a job well done or an acknowledgement of his accomplishments before his fellow-salesmen. Give 'em hell privately and don't embarrass them in front of the other men, but be sure the man responsible for a job well done gets the credit.
- Many of us got into the field of supervision and sales managing through the expansion of our businesses. We brought with us a great deal of experience and ability that had been developed the hard way through trial and error. Fortunately, for many of us, we were right a few more times than we were wrong even though we were flying by the seat of our pants. Now, as the art of selling and sales management emerges as a profession, we find the need for more adequate and comprehensive supervisory techniques becoming essential. It becomes necessary to develop ways and means to do the job more consistently and more effectively. We are now aware of our opportunities to do a better job. Fifty years ago Wright flew an airplane about two minutes by the seat of his pants. Today, travel for hours, almost days, is possible at speeds over 400 miles an hour. However, this travel is on instruments. We, too, are on instruments and where we land our ship, how well we use the instruments still depends on us. We have goals to reach and plans to follow. The most important phase of these plans is the manner in which we bring along the men on our team.

End

"more - much more - from NORGE
 Only 1956 NORGE Dryer has new Hamper-Dor!"



On modern
washers and dryers

DULUX® Enamel finishes first in sales appeal...resistance to marring



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
home-appliance finish**

Over 53,000,000 major home-appliance units now
in service are finished with Du Pont DULUX Enamel.

AN APPLIANCE FINISH, specially formulated to resist harmful effects of soaps, detergents and heat, naturally gives modern washers and dryers added sales appeal. And that's only *one* of the sales-winning properties of durable Du Pont DULUX Enamel.

Constant research by Du Pont chemists has resulted in finishes that ruggedly resist chipping, cracking, scratching and staining. Application costs are lower with DULUX without sacrifice of quality appearance or performance.


DULUX keeps its first-day new look even after years of use in the home. Its longer-lasting whiteness, resistance to wear and easy cleanability help insure the continued customer satisfaction that's so important to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

BIG THINGS ^{for dealers} ARE HAPPENING AT



A big, new line of Chrysler-engineered room
air conditioners for every segment of your market
☐ advance models for conventional window ☐ the pioneer
and still the best casement window air conditioner ☐ the
wall-thin Imperial ☐ backed by big, true national advertising
☐ market-tested merchandising ☐ and rewarding sales incentives!

Watch for the *forward*  look for '57
coming soon—from

P.S.

SPECIAL FRANCHISE OPPORTUNITY

If you aren't already handling the Chrysler-engineered AIRTEMP line,
why not get the facts on the big AIRTEMP program for '57—today!
Simply mail the coupon at right.

AIRTEMP DIVISION, Chrysler Corp.
Dayton 1, Ohio

Gentlemen: Please send me complete information on the franchise
opportunities now open on AIRTEMP...the Forward Look line for '57!

Name

Address

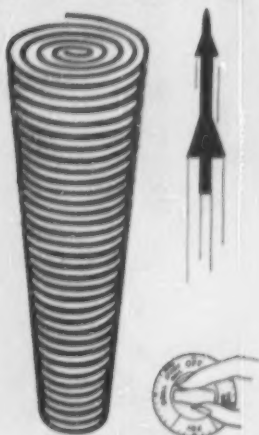
City Zone State

How to sell modern electric ranges:



DEMONSTRATE

the SUPER-SPEED heats now possible with
New Proctor Flasher Infinite Controls



SPEED sells electric ranges like no other single feature... and the best way to sell super-speed is to sell ranges equipped with Proctor Flasher Infinite Controls.

You can actually demonstrate how the Flasher Control zooms surface elements from cold to full heat in 20 seconds or less! This easy, no-heat demonstration will impress upon your prospects the high-speed of Proctor Flasher Infinite Controls compared to older types... and the advantages of infinite selection of cooking heats over old-fashioned 7-heat rotary or push-button switches with only limited heat selection.

Demonstrate why older type controls can't give fast heat

COLD —————> HOT

Draw a line on a sheet of paper marking one end COLD and the other end HOT. Tell your prospect that you're going to demonstrate the heating action of older type controls still used on many ranges.

COLD — 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ 1¢ —> HOT

Take ten pennies to represent heat flow and place each penny one after the other along the line. While doing this, point out that most older type controls have relatively low initial input capacity... which means that when a control of this type is turned ON, it permits only a limited flow of current into the surface element at one time. This "trickle-heat" action is the reason why the element takes so long to heat up.

Now demonstrate the jet-like action of Flasher Infinite Control

COLD —————> HOT

Directly below the pennies draw another line the same length. Then hold up three half-dollars and explain that they represent the fast-heating action made possible by Flasher Infinite Controls.

COLD — 50¢ 50¢ 50¢ —> HOT

Now snap the half-dollars down along the line. Explain that, just as the larger coins cover the line much quicker, so a Flasher Control heats the element faster because it permits a larger amount of current to flow into the element at one time, bringing it from cold to red hot in 20 seconds or less. The control then automatically reduces the current to maintain the precise cooking heat selected. High wattage "flashing" gives this control a head-start on heat-up time... gives homemakers Automatic Speed Cooking!

Conclude your demonstration by pointing out to your prospect that all the speed in the world doesn't mean a thing unless she has infinite control of heat. Control is needed to prevent burning food and utensils. Infinite heat selection is needed to compensate for the many types of utensils used in modern cooking. Truly modern electric ranges are equipped with Flasher Infinite Controls... are easy to sell because their features are easy to demonstrate. Why not sell tomorrow's range today?



PROCTOR



Equipment Division, Proctor Electric Co.
3rd St. & Hunting Park Ave., Phila. 40, Pa.

* YOU NEED A PROCTOR ON YOUR RANGE

ECONOMIC CURRENTS

Prosperity Continues to Spark the Economy

By the McGraw-Hill Dept. of Economics

SALES prospects for appliance dealers are dependent on how well their customers and potential customers are doing. With the end of 1956 in sight, it's a good time to take stock and ask—How prosperous are the people of the United States?

RECORD ECONOMIC GROWTH. By almost any measure this will be the best year in our economic history. Over-all economic growth as measured by the gross national product—the total value of all goods and services produced in the nation—will amount to about \$410 billion. This is the first time in the history of the U.S. the gross national product has gone over the \$400 billion mark. GNP has increased at an average rate of 4.5 percent per year during the last four years.

If government expenditures for national security are subtracted from this figure, the rate of increase has been even greater—5.7 percent per year since 1953. Thus, an increasing amount of goods and services have become available to the civilian population each year. This is still true even when the figures are adjusted for recent increases in living costs.

Another gauge of over-all economic growth and rising living standards is the change in real disposable income per capita—that is, the income per person after taxes, adjusted for changes in the purchasing power of the dollar. This year, real disposable income per capita will be about \$1,700. This represents an increase of \$276 in the past eight years. Even though inflation has taken away some of the purchasing power of the dollar in the past eight years, the consumer still has more money than he has ever had before.

WAGES HIGHER THAN EVER. Factory wages and salaries this year account for a larger share of national income than in any previous period in our history. Employees' wages and salaries are running about 70 percent of national income, or about 5 percentage points higher than five years ago.

In 1947 the average weekly wage of factory workers amounted to \$49.97. This year weekly wages of factory workers will average about \$80.00. This means that the average factory wage has increased about \$30 a week in the past nine years.

Even after adjustment for price increases, factory workers are getting about \$20 more a week this year than they did in 1947. And factory workers have not had to put in longer hours to make this gain.

Not only has the income per person gone up each year, but more people than ever before have jobs. Employment for the year will average about 65 million persons, full-time and part-time. This is a record high. Since the end of World War II, 7.5 million new jobs have been created.

Unemployment this year will average about 2.6 million. This represents a very small proportion of the labor force—only 3.8 percent. This year we have been operating at very close to full employment.

Small business and professional people as a group have done well—contrary to claims made during the political campaigns. Income of unincorporated business and professions has increased from \$19.9 billion in 1947 to \$29.0 billion this year. However, with the faster growth in national income, the share going to small business has declined. Income of small business was 8.5 percent of national income in 1956 compared with 10 percent in 1947.

Curiously enough, corporations have not done as well as other segments of the economy. Profits after taxes amounted to \$20.3 billion in 1948. This year corporate income after taxes will be only a little over \$1 billion higher than 8 years ago. When

(Continued on page 41)



FRIGIDAIRE BREAKS THE DESIGN BARRIER

Today marks the beginning of a fresh and exciting new era in home appliance design.

You've seen it predicted—asked for, even clamored for—in this and other publications—in architects' and women's publications as well.

You saw the hint of it again in the overwhelming ovations given the "Kitchens of Tomorrow" at the Motoramas.

And now it's here—the most sweeping and welcome change in appliances in a score of years!

The Frigidaire *Sheer Look*!

The look of the Kitchen of Tomorrow artfully crafted, down to the last inch, for the *kitchens of today*.

Here is no mere tinkering with chrome—but a complete family of all-new appliances, all new inside and out—in *every price bracket*—perfect design-mates to each other.

Here are the first *freestanding* appliances with every surface plumb-line straight, every corner T-square honest, to make the "built-in" look a matter of simply shoving them into place.

Here is the last good-bye to the "kitcheny look"—to space-wasting bulges and dirt-catching curves, senseless ornamentation, and handles and hinges that butt out and snag and bump.

Every new Frigidaire line is sheer, every surface flat. Every line is elegant. And they build in, blend

in, with standard cabinets and units—for a clean sweep of beauty that outshines even today's most expensive "custom-built" kitchens—and that enhances *any* décor.

Just *one* new Frigidaire appliance is the starter toward the Dream Kitchen on every woman's mind. And for her, this is style insurance for the future—the soundest of investments.

For you, the Sheer Look multiplies multiple-unit sales—and opens the door to *profitable* kitchen modernization business at a new low cost for you and your customer.

Only when you examine these stunning new 1957 appliances in detail—and see their many ingenious engineering and design ideas—will you realize how far Frigidaire and General Motors have gone to bring you the appliances of the future today.

Why this tremendous investment in design-styling for the future?

Because we of Frigidaire believe that the **biggest** and **best** years in home appliances are still to come. Because we believe that the long-laggard replacement market will not be won by price alone, but only by products so outstandingly new and different that they keep pace with the ever-insatiable appetite of the American people for better living. We of Frigidaire are wholeheartedly committed to that kind of program for the future.

THE SHEER LOOK IS HERE →

FRIGIDAIRE PRESENTS

The most exciting change that



It's so all-out stunning you can't believe your eyes.

But it's here—the Sheer Look! A whole new design idea that makes a dream kitchen come true.

On Frigidaire Refrigerators, Ranges, and Laundry Appliances for 1957, every line is straight, every corner is square, the whole look is sheer—to

bring the beauty of modern simplicity into present kitchens, or kitchens of the home-you-hope-to-build.

Here, surely, is styling so right that it sets the trend and pattern of tomorrow.

Here, too, are the *most mechanically perfect appliances ever built*—all new, with the best in engineering from

both Frigidaire and General Motors.

Open any door, for new surprises. You'll see interiors that sing with colors, like fashion-first Charcoal Gray. You'll see a refrigerator with a Plan-A-Door that also zips out ice at lever touch. You'll see the final word in automatic ranges—with "Thinking Panels" that practically do your cooking for

Come and see The Sheer Look at your Frigidaire Dealer's style show. Look for him in the Yellow Pages of your Classified Telephone Directory under "Electric Appliances."

THE SHEER LOOK LOOK

ever came into your Kitchen!


Sheer Look®, General Motors Corporation, 1956



SHEER LOOK GOWNS by JANICE WELLS

you. You'll see a new laundry pair that hands you a sizable saving every washday.

Come and see these stunning beauties at your Frigidaire Dealer's today. Buy with double assurance—for this is it. *The Sheer Look*—styled to keep you years ahead—and money ahead—for the years to come.

Look for the SHEER LOOK 

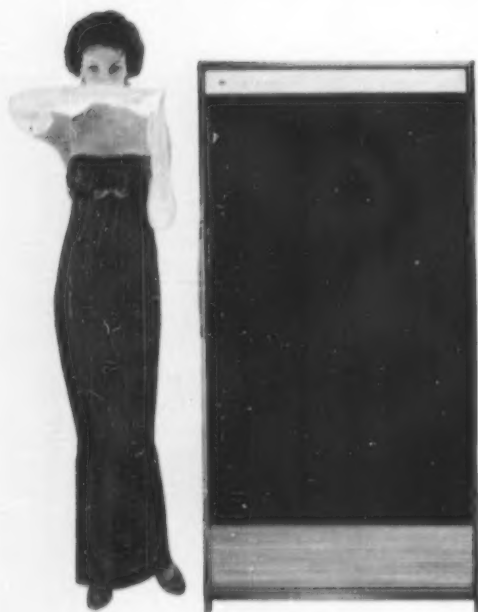
'57 FRIGIDAIRE APPLIANCES



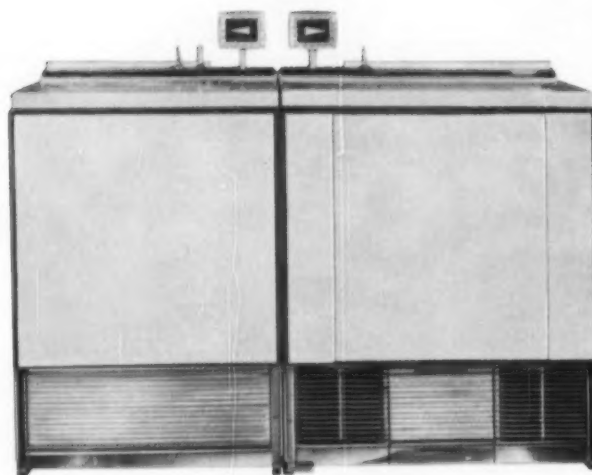
Frigidaire—Built and Backed by General Motors

MILLIONS OF READERS will see this sensational announcement appearing in *The Saturday Evening Post*, *Better Homes & Gardens*, *Ladies' Home Journal* and other magazines. Millions more will be reached by full-page newspaper ads in key markets—featured, too, on the TV program "Do You Trust Your Wife?" on nationwide CBS Network.

FRIGIDAIRE GOES ALL THE WAY WITH THE ALL-NEW SHEER LOOK

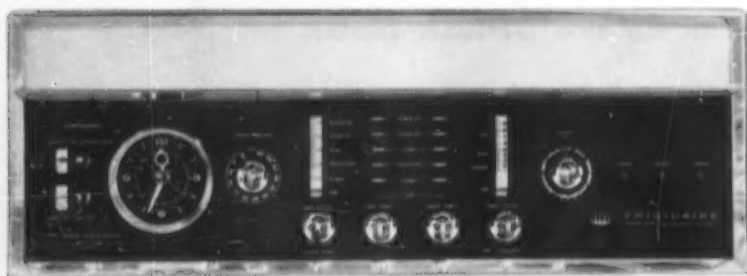
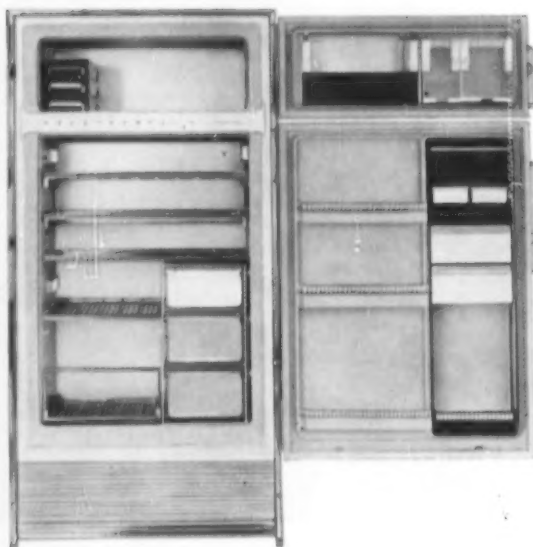


Makes every corner count, makes every inch deliver a bonus of space. Inside and out, the Frigidaire Sheer Look is all new and packed with new features and conveniences. Note the almost-flush door handle that can be pushed open from the inside as effortlessly as pulled open from the outside — yet maintains a perfect tight seal. Model shown in fashion scoop "Charcoal Gray" — one of a choice of colors available.



The Sheer Look, too, in all Frigidaire Laundry Pairs, featuring the "savingest" washer ever. Every Frigidaire 1957 appliance "belongs to each other," is a perfect style-mate to the last degree of trim—designed in GM's world-renowned Technical Center.

It's the "handiest" refrigerator ever. Ice cube service in the door, at lever touch. New Plan-A-Door for most flexible food storage arrangement ever. Even bottles come to the finger tips on famous Roll-to-You Shelves. And note the clever contrasting color touches in Hydrators and other handy containers.



Meet America's "thinkingest" range with the all-new "Thinking Panel." Controls every operation, helps make pots and pans automatic. New Cook-Master Oven Control is a miracle of simplicity! New vertical Easy-View Controls read like thermometers. New Radiantube Sear-Speed Broiler is super-fast, sears like charcoal. Smokeless ovens, with the famous Miracle Filter.



The "built-in" look achieved with freestanding Frigidaire appliances melts into modern backgrounds, blends subtly into contemporary kitchens. Built to standard kitchen measurements, they fit and look like custom-designed built-ins.



The trademark is new, too; a symbol of the all-new styling, all-new engineering, all-new thinking in the '57 Sheer Look line—and a reminder, too, that Frigidaire quality, as ever—is uncompromisingly *the finest*.

ECONOMIC CURRENTS

(continued)

these figures are adjusted for the increase in inflation, corporate profits have actually declined since 1948. In terms of the 1955 dollar, corporate profits after taxes will be \$21.2 billion this year compared with \$22.6 billion in 1948.

FARM INCOME DECLINES.

The real gloom spot in the economic picture, however, is the farm situation. Net income of the farm population declined steadily from 1951 through 1955. It appears that the decline may have come to an end. But the statistics show that the farmer has been going through a relatively poor period. From an all-time high of \$19.7 billion in 1948 net farm income will drop to \$13.9 billion this year. Thus the farmer's share of national income has declined from 8.9 percent to 4.1 percent.

The per capita drop has not been as great. This year per capita income of the farm population will be \$632 compared with \$761 in 1948. This is because the number of farms and farmers has been declining, too.

With the exception of the farm group the American economy is more prosperous than ever before, by almost any measure. And this prosperity points to one of the best Christmas seasons we have ever experienced. Estimates indicate that retail sales will be in the neighborhood of 3 to 5 percent higher.

It also points to a continuing surge in on-the-cuff buying. Total consumer credit outstanding now amounts to about \$40 billion—an all-time high. But repayments of installment purchases have been high. With consumers finishing up payments on goods bought early in 1955, they are getting in a good position to take on additional debt.

On the other side of the ledger, the consumer has been saving more, too. This year consumers have been saving over 7 percent of their income after taxes, compared with 6 percent last year. The consumer is in better financial shape to buy the new appliances, TV and radio sets rolling off the production lines.

Thus the over-all growth of the American economy has taken on spectacular proportions this year. And the prospects are that it will continue well on into next year.

End

One Month Away . . .

What? Why ELECTRICAL MERCHANDISING'S annual statistical issue of course. Complete with facts and figures on the appliance business which have earned for this issue a favored spot on the desks of our readers in all segments of the industry. Watch for ELECTRICAL MERCHANDISING'S . . .

. . . January Issue



Wherever you do business . . .
direct more prospects to you through the
Yellow Pages

FOR ELECTRIC APPLIANCE DEALERS

New prospects . . . old customers . . . you make it easy for them to buy your products and services when you advertise in the Yellow Pages.

That's because your ads in the Yellow Pages are in all your prospects' homes and places of business at the time they are ready to buy.

So, be sure you reach more of your best prospects. Put your sales message in the Yellow Pages under profitable headings like **ELECTRIC SUPPLIES, TELEVISION DEALERS & SERVICE, WASHING MACHINES** and others.

Remember, the more you tell, the more you sell!

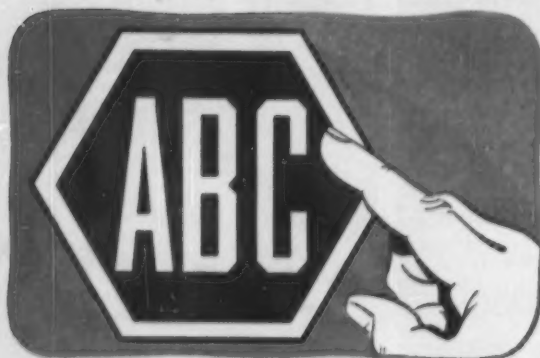
Find out how you can improve sales . . . Wherever you are! Call the Yellow Pages Representative at your telephone business office today!



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Readers who pay for magazines are always ripe for new ideas, new information, new trends and new technological developments. By giving or withholding their subscription money, reader-customers vote for or against editors and publishers. Counting these "votes" is the important job of the *Audit Bureau of Circulations* — the watchdog of the publishing industry.



YOU CAN TELL which magazines have fully-audited paid circulation when you see the ABC symbol on their cover or contents page. This is the symbol that stands for the Audit Bureau of Circulations, a cooperative organization that sets standards of good business conduct for its publisher members.



ACCURATE FIGURES — ABOUT YOU are the heart of ABC's job. ABC does a candid, unbiased, certified audit of all subscription figures of member magazines — and of the subscribers' jobs, functions, and locations. These audits help editors to tailor the contents of their magazine to your specific job interests.



YOU'RE THE BOSS when you pay money for any magazine. Your vote of confidence and your renewals of subscriptions are dominant in the thinking of editors and publishers. Advertisers are vitally interested, too, and their support helps earn the dollars needed to do a stronger, more useful editorial job for you.



YOU, THE SUBSCRIBER, WIN when you buy ABC magazines, for this mark is your assurance that you are getting a publication tailored to your needs. McGraw-Hill has been a charter member of ABC and has supported its aims continuously for over 40 years. And ABC, in turn, is responsible in many respects for the high standard of business magazine publishing today.



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modern

gives you the **Dyn-A-Matic[®]**
the outstanding **Water Softener**
in the entire field

- Automatic Without Electricity • Far Ahead of Competition in Value
- Generous Profit Margins • FEATURES that make SALES

The Dyn-A-Matic is the hottest thing on the market. It's the outstanding opportunity to really put your water softener business on the map—with an automatic at a price everyone can afford!

Water softeners offer you a tremendous market, a big profit potential! Make the Dyn-A-Matic an add-on sale to protect the water heater or washer you sell. Include a Dyn-A-Matic in every modernization and new construction bid—and get that extra profit the rapidly growing water softener business can bring you.

Look at these features!

- Automatic without electricity. Dyn-A-Matic's "Miracle Brain" valve does the entire regeneration job. Works entirely on water pressure.
- Requires less than a minute of the user's time to regenerate.
- Completely simple and free from complicated working parts. No trouble, no call-backs.
- Never cuts off the water—even during regeneration.
- Takes less than an hour to install—3 simple pipe connections 6 inches apart.
- Uses latest-type high-capacity resin—compact and efficient.
- Modern streamlined beauty—handsome design will fit any kitchen, utility area, or playroom.
- Electronic tank finishing process produces special "hard wear" gleaming white porcelainized outside surface with stainless steel cover and trim.
- Tanks plastic lined for long life. Ten-year warranty on tanks, one year on entire unit.
- Shipped fully assembled—ready to install.

Here's a softener you can stock and sell with complete confidence that you are offering an "exclusive"—in appearance, compactness, quality, and value.



MODERN is an aggressive, progressive manufacturer with ample facilities for research, development and manufacturing, backed by the vast resources of the George Getz Corporation. MODERN has a good line—a good line for you. More new startling developments will be announced soon. If you aren't handling the MODERN line now, ask your wholesaler to get the dope on MODERN products and sales helps.

WHOLESALE: Some territories still open. If you want to add a high grade, competitively priced softener line, get in touch with us.



Got
30 Seconds?

That's all it takes to operate the marvelous new Dyn-A-Matic water softener.

- 1 Take off cover—pour in salt.
 - 2 Set the timer.
 - 3 Push down the lever.
- That's all! Just set it and forget it.

30,000 grain unit lists at only \$199.50

60,000 grain unit lists at only \$244.50

MAIL THIS COUPON

modern Water Treatment Division

Geo. Getz Corp., 2316 Twenty-third Ave., Rockford, Ill.

EM 106

Please send me full information on the Dyn-A-Matic and the modern line.

Name

Company

Address

City State

My Wholesaler is

"...proved outstanding in wholesale and retail financing"

say **R. H. THOMPSON, III** (left,) Treasurer, and **W. L. MITCHENER**,
Vice President, Nashville Chair Co., distributors, Nashville, Tenn.

"We've been in business since 1912. Today through our 3 offices we cover some 85 counties in Tennessee plus parts of Georgia and Kentucky. We feel that one of the principal factors contributing to our success has been good financing arrangements for our dealers. Six years ago we adopted

COMMERCIAL CREDIT PLAN. It has been a big asset, enabling dealers to display a broad line of merchandise to customers. COMMERCIAL CREDIT's nation-wide organization has proved outstanding in wholesale and retail financing."



**Commercial Credit dealers
are successful dealers**

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

can dealers STOP builder sales?

YES *if you're talking about stopping
some of the abuses which have sprung up in this
field ... and*

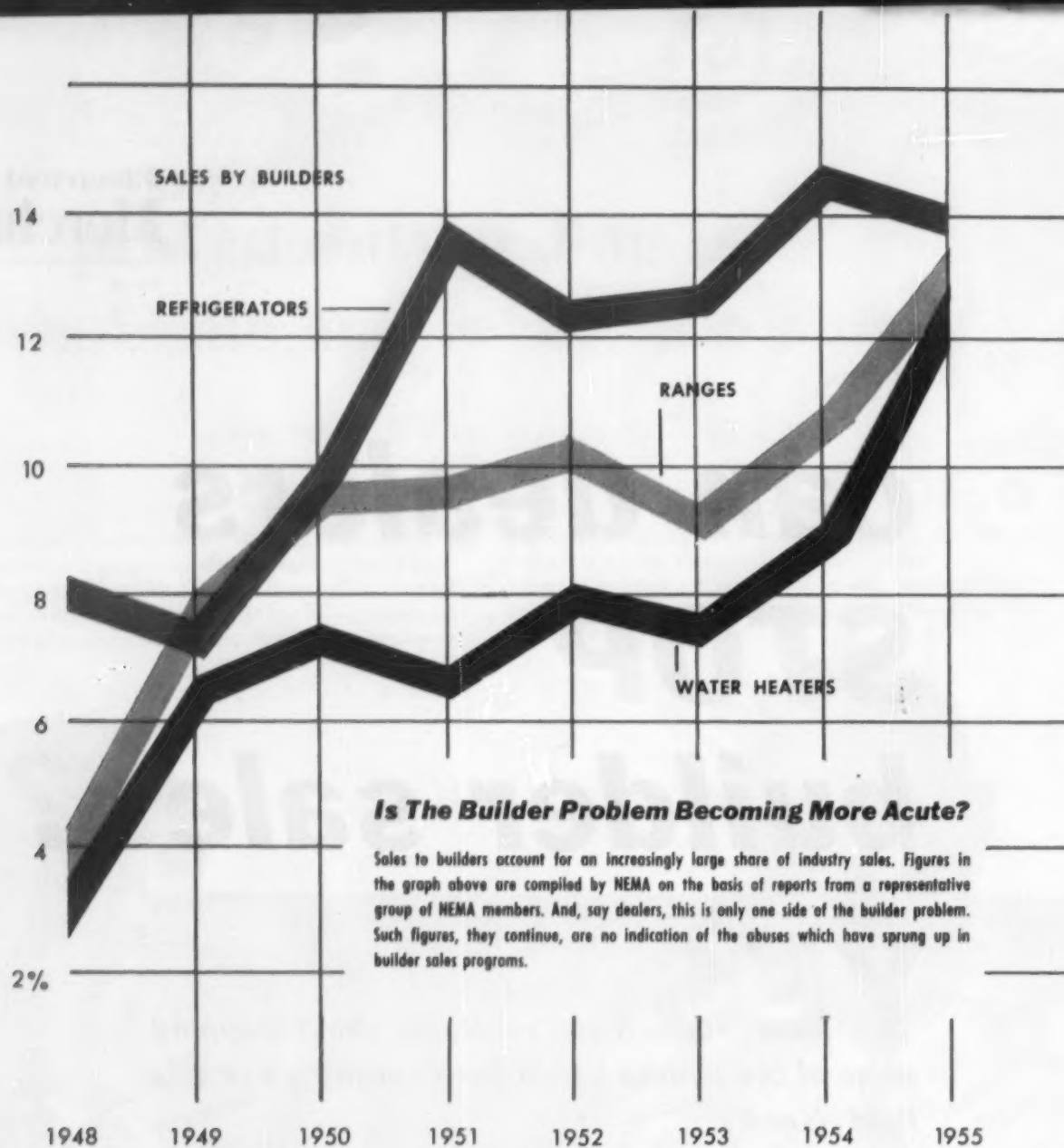
NO *if you're talking about stopping
every builder sale*

That's an ambiguous answer—and an unsatisfactory one to some dealers. But, despite the outcry which has arisen as a result of NARDA's complaint to the Federal Trade Commission, dealers can expect no more than a tightening up of sales programs aimed at moving appliances to and through builders

Surprisingly enough, even a partial victory of this sort may be enough to satisfy most dealers and enable them to compete

By **TED WEBER, JR.**

story starts on next page ►



can dealers STOP builder sales?

(continued)

ON September 14 the National Appliance and Radio-TV Dealers Association asked the Federal Trade Commission to look into an industry practice they considered "unfair . . . immoral . . . and illegal."

They were talking about sales of appliances to and through builders.

It wasn't a new complaint to the FTC. The agency had looked into individual complaints on the same subject before but these investigations had "failed to develop facts showing any significant or substantial diversion by builders of appliances into retail channels."

NARDA was well aware that its complaint wasn't unique but some members were convinced that earlier complaints had been rather casually brushed aside by the FTC. That's why NARDA saw to it that its first letter to the FTC got wide publicity. So, too, did the reply of FTC chairman Gwynne who told NARDA to file specific examples of such

abuses. NARDA's publicity efforts paid off. The New York Times, Business Week, and Time (as well as appliance trade publications) featured the story.

This isn't the way the game is usually played on a complaint to the FTC. The agency itself is extremely close-mouthed about investigations it is conducting. And, in most cases, the complainant makes his request in private. NARDA's all-out publicity effort surprised many in Washington. NARDA officials are aware of this and regard their actions as a calculated risk. Some NARDA people think the publicity attendant upon their complaint is insurance that it will be thoroughly investigated. Perhaps more important, by focusing attention on the problem, NARDA was hopeful it might induce some manufacturers to undertake remedial action. To this end (as we shall see) NARDA leaders think they have succeeded.

The complaint and the publicity surprised many within the industry. Few denied a problem existed but many did not think the situation had worsened in recent months. Some guessed that NARDA had made the move to appease members who were dissatisfied by a too-passive approach to manufacturers. NARDA officials don't deny that the complaint did help morale (and membership). But they maintain that this is a by-product of their primary purpose—to get corrective action to a problem which was bothering many members.

Here's why NARDA made its move. Last summer the association sent questionnaires to 15,000 dealers. Something over 1,000 were ultimately returned and the first 500 of

these were studied by Dr. Leo J. Shapiro, a Chicago researcher. About half of the two-page form was devoted to the builder problem and most dealers agreed that it was a problem. (Perhaps significantly, however, in an earlier part of the form where dealers were asked to list the most serious problems ahead for them few mentioned builder sales specifically.)

At any rate, it was this survey and pressure from members attending a mid-year conference in Chicago and its summer school at American University in Washington which prompted NARDA to act. That's when things started happening.

Now let's pause a moment and come to some understanding of what is meant by the "problem" of builder sales. How did all this get started?

Like most current problems, builder sales developed early in the industry's history. And it's difficult for someone doing business in today's market to recall exactly the conditions that prevailed 20 years ago.

Then, builder sales were actually mostly apartment sales. The appliance industry was just emerging from its infancy. It took real specialty selling to move an appliance—even a refrigerator. It was then that manufacturers took a look at the sudden boom in apartment construction and saw an opportunity to create new acceptance and new markets for their appliances. By their very nature, however, most apartment house sales were too big for dealers to handle and special departments had to be set up within the distributor's organization to handle such sales.

Much the same happened when builder sales became important. And here it's important to recall once again that today's market is vastly different from that of the late 30's. Today, many builders see a complete and attractive kitchen as a powerful sales tool in selling their houses. That wasn't so years ago. Then the kitchen was just another room with plumbing—and niches in the wall for free-standing appliances the customer himself could install.

The appliance manufacturer's problem was a difficult one—to convince the builder to sell appliances as part of the new home. Manufacturers today claim that they offered the dealer a chance to go after this builder market, but the same manufacturers agree that it wasn't really a very attractive market for the dealer to work on. Once again, a separate distributor sales department was called into action.

Then, even as today, the biggest builders were the pace-setters and these distributor organizations concentrated on getting the big builder to install appliances. At the time this was a gamble for the builder since today's widespread demand for a modern kitchen wasn't an accepted fact at the time. To compensate for his gamble the big builder often got an extremely good price on the appliances he finally bought. That was the beginning of the special price for builders.

That sets the stage for today's market. Today, dealers complain that:

—builders can buy appliances at prices even lower than can the dealer

—almost anyone can qualify as a builder and thus get these prices

—some of the merchandise sold to the builder finds its way back into the retail market and is sold at a price cheaper than the dealer himself can buy it

—when they attempt to sell builders the dealers run into competition from their own distributors whose builder departments are out after the same business and who can quote better prices.

Abuses like these are no rarity these days, say dealers. Everywhere you go you hear dealers complaining about them.

It's hard to document dealer gripes statistically. That's because even after you've surveyed hundreds of dealers and tabulated all their answers you still have statistics based only on opinions. But one thing which the NARDA survey does point up is the extremely widespread belief by dealers that builder sales programs are being abused in their areas and that they are suffering.

Nine out of ten dealers say that builders in their markets can buy directly from the manufacturer or distributor and 70 percent of the dealers say that builders can buy at lower prices than dealers, assuming comparable quantities. Seven out of ten think that some appliances sold to builders find their way back into regular retail channels.

Once you get into the field and talk personally with dealers these statistics take on added meaning. In several communities ELECTRICAL MERCHANDISING editors found dealers indignant—but often resigned—to losing builder sales. In other areas, however, dealers thought builder sales to be fairly unimportant.

That wasn't the opinion of a dealer in Amarillo, Texas, however. "I'm losing nearly all of my built-in business because builders send their customers to distributors or so-called builder-dealers. . . . And I know damn well these builder-dealers aren't stopping at built-ins. They'll sell the whole works since they get lower prices all around."

A dealer in the San Francisco Bay area complains that "I've lost so many sales to builders that I no longer display built-ins. Why should I keep \$2,000 to \$10,000 invested in display and stock, supply catalogs and use up salesman's time to supply showroom and information center for prospects who will get the appliances from builders who can buy them one or more at less than my carload price?"

In Dallas a retailer says he's losing sales to builder competition "every day". And in Chicago a dealer says "every" appliance dealer is losing to builder competition. "Refrigerators I buy at \$185 any builder can get for \$150. I can't even sell personal friends who want to do business with me."

"I have no idea how much builder business I'm losing because I can't even begin to compete for it," says a Connecticut dealer. "Last week a woman came in for prices on four appliances for a new home. She had already been quoted a price by one of these builder-dealers. That price for the four units was just \$7 above my cost. I told her she'd better take advantage of the price she already had."

"Let me tell you a story," begins a dealer in Dallas. "A lady wanted an automatic washer. I called a distributor and they quoted me a price of \$200. I called a builder friend and he sold it to me at his cost—\$180. He told me frankly he's closed sales for homes by offering to buy appliances at cost and he actually gives them the invoice to prove it."

"Here's how ridiculous it's all become," says a Connecticut dealer. "One factory rep and two distributors will occasionally sell me carloads of merchandise at a special price as the XYZ Building Supply Co., instead of the XYZ Appliance Co. I take them up on it because I need that extra margin."

"We miss sales all the time because the distributor sells from \$20 to \$30 under our cost on every unit," says a suburban Chicago dealer. "Whenever there's a builder involved, except on our standard lines, we just fluff off the customer nicely. With our standard line we bid but we know we aren't going to get the sale."

"Last year a friend of mine was building some motels and asked me how good a price I could get for him on refrigerators," says a Connecticut dealer. "I talked to the distributor and found that I could get boxes for the motel at \$118. My best price was \$137. So I doubled my friend's order, shipped him what he wanted and had a very successful promotion on the others."

MORE▶

can dealers **STOP** builder sales? (continued)

their poor record on selling built-ins has

The problem isn't universal. In the Southwest, for example, one observer thinks it's largely a metropolitan situation. Abuses are "fairly widespread but only in cities where major appliance companies have distributors or factory branches. In view of the fact that such cities are few and far between it would not be right to call the situation widespread in the Southwest."

Even within metropolitan areas you run into all sorts of variations. In the San Francisco area, for example, an observer points out that although many dealers qualify for builder prices because of their kitchen remodeling operations, few appliances purchased at such prices are being resold over the counter. The reason is simple: the legitimate dealer needs the cooperative advertising money which is allocated only on regular purchases. Discount houses, however, have been taking advantage of the builder prices because they're not interested in cooperative advertising. As far as builders in this area are concerned, they don't seem to be abusing their purchase privileges, reports the observer. They'll sell an occasional appliance for accommodation purposes but few are in it for profit.

One other thing stands out in these interviews. Many dealers are talking second-hand about the builder problem. It's true that some have tried to take an active part in the builder market. Most, though, have heard so much about the problems involved that they haven't tried to sell the builder. And few, if any, have any appreciation of the problems faced by manufacturers and the reasons behind the actions taken by the manufacturer and distributor. Some of these actions may be unjustifiable. But others are logical. In either case, the dealer doesn't understand them.

One manufacturer has gone to great lengths to develop a sound builder program. This even included provisions which would have made it possible for almost any interested dealer to capitalize on bonus payments for builder sales. Yet top officials admit that not more than one out of 10 of their dealers knows about the program. They agree that the biggest problem in builder sales may be one of communications—of getting each party to understand the other's point of view.

So dealers and manufacturers don't understand each other. But how can manufacturers possibly justify all the practices which have sprung up in this builder business?

THE DEALER OBJECTS: There should be no direct sales to builders except for big projects. The retailer can step in and handle the small builder business.

THE MANUFACTURER REPLIES: It just doesn't work that way. To begin with, dealers have never shown us that they are interested in builder business. Their reaction to builder sales plans we have developed has been extremely discouraging. (A Chicago distributor agrees with this position. He has a plan to help dealers sell builders, yet complains that "it's very disappointing that the dealers haven't taken this chance to get in on this builder business.")

Today, builder business is revolving more and more

around built-ins. And dealers, in their reluctance to do a big job on built-ins in general have indicated to manufacturers that they aren't the ones to handle sales of built-ins to builders. "If they can't—or won't—sell built-ins to their regular trade how do they think they could handle builder trade where the builder expects all sorts of advice and help," asks one manufacturer.

Last year one big manufacturer offered a "pump-priming" program designed to get dealers interested in selling builders. Sale of a limited number of appliances to builders qualified the dealer for bonuses on such sales. Relatively few dealers took advantage of this effort.

THE DEALER OBJECTS: It's unfair that builders can buy at prices better than those offered retailers.

THE MANUFACTURER REPLIES: Surprisingly, many manufacturers agree with this statement. Take one example: The manufacturer most often accused of encouraging builder deals which hurt the dealer told ELECTRICAL MERCHANDISING that, in general, "the builder price should be not lower than the dealer price." Another big manufacturer used price sheets for each of the past five years to show that he was making a conscious effort to equalize builder and dealer prices on such products as dishwashers and disposers. Five years ago, in an effort to encourage builder purchases, substantial price differentials were offered builders. In each succeeding year these differentials have been narrowed. This year's price sheets carry virtually identical figures.

Be that as it may, the builder today can still very often buy appliances at preferential prices. And manufacturers can make out a good case for permitting this. They offer two arguments. One is extremely practical, the second somewhat intangible.

In a practical frame of mind manufacturers point out that builder business is highly desirable volume. One big manufacturer sums it up this way:

(1) Of the available appliance business a sizable portion is builder business. If we don't get our share of this volume we won't get our share of the overall appliance market.

(2) Builder business gives a "lift" to the whole concept of modern kitchens. A kitchen in a new home—particularly a model home which will be visited by thousands of people—is a three-dimensional advertisement for modern kitchens. Such a kitchen provides us with a display we couldn't get through our normal distribution channels. The average dealer wouldn't have the time or inclination to build such a display and even if he did it wouldn't get the "circulation" it gets in a well-publicized model home.

(Although manufacturers don't like to admit it there is still another reason for their being attracted to builder business. Such business can be the profit margin for a manufacturer, allowing him to push his output over the break-even point. There are even those who claim that some manufacturers have on occasion kept their plants going by the builder business they were able to obtain.)

The second argument for selling builders at a

hurt dealers' chances for builder sales

preferential price is somewhat more intangible. Basically it goes like this: *Who is there to argue, say manufacturers, that the builder himself is not a manufacturer.* He is producing a finished product from raw materials. If you look at it in this light the things which go into a house are the "raw materials" used by this manufacturer. And industrial pricing practice dictates that a manufacturer is entitled to special prices on the components he purchases for inclusion in a finished product. The builder of custom-made sports cars, for example, might well be able to buy tires and radiators direct from a manufacturer rather than through his neighborhood auto supply store.

Like all philosophical arguments there is plenty of room for disagreement with such a view. Although the argument may not be completely valid it illustrates the complexity of the whole problem and shows a side of the picture seldom considered by retailers.

THE DEALER OBJECTS: If the big builders must be handled by either the distributor or manufacturer the dealer should be allowed to go after the small builder. There should be some "break" point on quantity sales.

THE MANUFACTURER REPLIES: Most manufacturers say they would be tickled to death if the dealer would "go after" the small builder. But, say the manufacturers, in effect what the dealer means when he says this is that he would like to be able to accommodate the occasional builder who comes to him for a special price. Most dealers, however, are unwilling to set up a special builder operation to actively go after the builder business in their area.

In fact, say manufacturers, the dealer might soon find that this builder business isn't as attractive as it looks. The builder wants an extremely good price, he is usually slow to pay, he wants all sorts of help in planning, installing and demonstrating the kitchen, and he wants a big promotional allowance for advertising it. Many distributors find builder business to be nothing but a headache. Dealers would fare the same way, say manufacturers.

Beyond that, say manufacturers, it's difficult to set up an arbitrary "break point." The builder who puts up 50 houses in one area is logically the distributor's account. But he may be building five houses in another area and expects to do business at the same price and through the same channels.

(There are legal complications to a break point. Suppose for the sake of argument the break point is 25 houses. If the man who builds 26 houses can buy direct at a good price his competitor in the same market can bring a lot of pressure to bear for a competitive price even though he may be building only 20 houses.)

In addition, the distributor sales department must be set up to handle business throughout the market area. If only a few dealers actively go after dealer business the distributor must be ready to cover the business not secured by that dealer. In such a situation it's difficult for the distributor and dealer to avoid competing for certain jobs.

THE DEALER OBJECTS: Almost anybody in overalls can qualify for a special builder price. And they abuse the privilege, transshipping the merchandise and selling it at retail.

THE MANUFACTURER REPLIES: Manufacturers think the case is overstated here and, quite naturally, feel it's the "other guy" who is guilty. They point out that if only one firm begins abusing builder sales every dealer in the market is aware of it and begins to grumble. What's worse, say the manufacturers who do the biggest job with builders, everyone assumes that because some one is allowing such practices to crop up it must be the firms which do the biggest share of the builder business.

Manufacturers may have a point here. In questioning dealers, ELECTRICAL MERCHANDISING's editors found time and again that retailers specified particular firms as being guilty of preferential treatment for builders even though the retailer making the complaint didn't handle the lines involved. It's perfectly possible, on the other hand, that such abuses are so widespread and notorious that every merchant in town is aware of them.

In their interviews ELECTRICAL MERCHANDISING's editors found one or two firms in particular singled out for criticism. The editors then laid these criticisms before top executives of these companies. Both firms were explicit in pointing out that there are specific company policies aimed at preventing such situations. One firm pointed out that in the past three years the sales records of its New York distributor have been audited by both company auditors and the FTC and that in each case there have been few instances of appliances being transshipped. The president of this company pointed out further that on a national check only one distributorship had been found guilty of such practices and that in this case the firm's district manager had been dismissed because he had failed to exercise adequate supervision over these policies. In addition, the distributor was billed for \$45,000 to make up for builder bonuses which had been allowed on the basis of false certifications of builder sales. "You don't fire district managers and you don't bill distributors for the return of allowances unless you're serious about policing the market," this executive points out.

That's how the argument goes. Both sides have good cases. But dealers are more interested in cleaning up their markets than in winning an argument. What are their chances?

Officials of NARDA think they've already made substantial progress in obtaining some reforms. They think the publicity generated by their complaint to the FTC has led some manufacturers to re-examine their building programs.

This is probably so. But some of the reforms were in the works long before the NARDA complaint. One firm, for
(Continued on page 68)



An annual expenditure of \$26,000 for five TV shows on which he does his own commercials is one of several reasons why dealer Kal Rubin is a . . .

Super-Duper Promoter

Kal Rubin doesn't believe in saving the customer \$100. Instead, he sells at list and gives the buyer something worth \$100. In conservative Tucson, Arizona, this policy, backed up with plenty of loud advertising noises, has brought him a \$1-million volume

NO matter how big a discount you give an appliance customer he can't invite the neighbors in to look at it," says Kal Rubin of Tucson, one of the most colorful appliance dealers the southwestern states have ever produced.

Because all of his appliance customers go home with "something tangible" instead of an evanescent saving, and because he calls attention to the fact with a continuous three-ring circus of colorful promotions, Rubin sold over a million dollars worth of appliances in

1955. In fact, his pyrotechnic sales methods were so highly successful that Rubin won five sales contests, two of them national, and racked up a trip to Europe, a banquet at the Westinghouse factory in Columbus, Ohio, another in Phoenix, Arizona, and two healthy cash awards for his methods.

His thinking is simple. When a customer comes in to buy a new appliance at any of the three Kal Rubin stores which have been opened in the southwestern Arizona resort city in the last two years, he leaves either

with a free range, a hundred dollars in cash, a chrome dinette set, or something else which he can proudly exhibit rather than the same value in terms of savings or discounts. "Give them something tangible," Rubin says, "and the same customer will be back time and again and bring his friends with him."

"It's this way; the average family likes to save money, of course. If, however, they can get a \$150 discount in buying a new home freezer, the \$150 saved is definitely an intangible. Maybe it will be there later on when the family needs something else. In the interim, however, it is merely a transfer of a set of figures from one column to the other or from one pocket to another, as you will. But if we give the family a brand new range, along with the appliance they wanted to buy, there is some excitement and romance in the deal. The prospect feels that he has made the sharpest appliance buy of his life and you can be sure he will be tooting

about it for a long time to come. That's the theory and that's why we are doing the sort of business we are."

Rubin was formerly an appliance dealer in Los Angeles and moved to Tucson three years ago as a result of unusual circumstances. A lieutenant colonel in the army reserve, he was recalled for service during the Korean conflict and stationed near palm-studded Tucson. There he found the fallow appliance market which appealed to him. A conservative city more like those of the New England states than sister Phoenix, Tucson's appliance channels were operating on traditional grounds when Rubin stepped in.

Hoopla Started With Dinettes

Given only three months to last in the Tucson market when he leased his first store, Rubin started things rolling with a "Mystery Melody" program on a daily radio show, inviting listeners who correctly identified the number to come in and receive credit for a down payment on his appliance lines. This was too tame, however, so he decided to "wake up" the market by offering the first of his "tangible rewards" for doing business with Kal Rubin. This was a half-page newspaper ad offering an electric range at its full list price with a premium of a chrome dinette set, topped with Formica, chairs upholstered in vinyl plastic, for 99¢! Customers poured in as wives weary with the old kitchen table exhorted their husbands to take advantage of the offer while it still existed. The result was a sale of 52 ranges in one day, amounting to a complete sellout on both the chrome dinettes and the range featured.

Meanwhile Rubin was fishing for lines which he believes are a must for the dealer who wants to entrench himself firmly in a new market. He wound up with three exclusive lines, Westinghouse, Sylvania, and Wedgewood, a California-manufactured range line.

Since then the Arizona dealer's stunt promotions have remained both colorful and profitable. Always on the outlook for something new and different to attract traffic into the store, Rubin has personally originated all of his promotions. He personally emcees all of the five television programs on which he spends about \$26,000 per year.

A Car With Every Set

The television presentations plus half-page newspaper ads helped him to carry out one of his most off-beat stunts last fall. Noting that a used car dealer in the city was offering a 21-inch television set as a premium for buying a used car, Rubin decided to pull a switch. Going to a prominent used car dealer, he bought 60 automobiles of all ages and makes, each of which, however, was guaranteed to be in running condition. These were transferred to the large parking lot behind Rubin's north side store where there was plenty of parking space. Here, Rubin strung pennants and streamers in typical used-car-lot fashion, and then via the television screen invited Tucsonians to come in the purchase of any Sylvania 21-inch TV at list. This idea proved sensationally successful. (Continued on page 76)



FULL CARLOAD of upright freezers was moved in just one week when, instead of offering \$100 trade-in allowance, Rubin gave each customer \$100 in cash.



SIXTY USED CARS lined up on Rubin's rear lot were offered free as premiums with each 21-inch TV set. Every car was gone within a week; so were the sets.



PUBLIC PARTIES staged by Rubin pay off in publicity, good will—and sales. This one, for which Rubin paid all bills, drew over 2,000 visitors.

How would you like to operate in a business climate where

prices are rigidly fixed

advertising is controlled by an inflexible code

discounts are unheard of

dealers can force makers to cut off offending retailers

"was-is" advertising is outlawed

premiums, coupons and contests are illegal

trade-in ads can't mention allowances

"no-down-payment" ads are not permitted?

THAT'S HOW THEY DO BUSINESS IN AUSTRALIA

By Howard J. Emerson

NOTHING has gone wrong with the reader's eyesight . . . the headline is correct. Fixed prices for appliances-radio-TV-dealers joined together to enforce a ban on discounts, and a strict code of advertising ethics through boycott of manufacturers and offending dealers—this situation does exist for thousands of retailers. And this is so far only a mild explanation of the conditions under which appliance-radio-tv dealers in the cities of Australia operate.

Here in the land "down under" retailers seem, at first glance, to have corrected just about every evil that besets the dealers in the United States and Canada. They have accomplished this through rules and regulations identical with those asked for a thou-

sand times in one form or another, in part or in whole, by American and Canadian dealers. But whether a set of rules plus a means of enforcement does more to enable dealers to operate in a clean, orderly manner, than it does to restrain the dealer's initiative and free will in promoting the sales of appliances and TV, the reader can judge for himself in reading below not only the rules and regulations but what those restrictions bring about in the daily operation of a retail business. Is it a paradise regained, or a paradise restrained?

An Association and a Lenient Law

In the Australian state of Victoria, where the giant city of Melbourne is now entertaining the Olympics, nearly 700 of a possible

1200 appliance-TV retailers belong to the Electrical & Radio Federation. This is a nationwide association of dealers which corresponds in some ways to NARDA and CRDA in North America. Everything in this article will relate to the "code of ethics" as set up and enforced by the Federation in Victoria.

"We, the undersigned, being Dealers in Radio and Electrical Appliances and Equipment, mutually agree as follows:—" introduces the code of the radio and electrical industry—words that in North America would put the anti-trust departments of two nations into full battle dress. Then the code takes up a subject dear to the hearts of the industry:

"DISCOUNTS. . . . We shall strictly adhere to authorized list prices and give no discounts or concessions . . . group buying organizations are specifically eliminated."

The code can state "authorized list prices" and have the expression mean something because the appliance-radio-TV manufacturers in Australia establish a retail list price for every product and every model they produce. And these manufacturers handle their own distribution to retailers.

The manufacturer sells to a retailer at retail list price, less a dealer margin. On refrigeration, this margin averages 23 percent net discount from retail list. On laundry equipment, dealers get between 25 and 32 percent; on radio and phonographs the discount runs between 28 and 33. On TV, being established in Victoria this fall, discounts were still being discussed by mid-summer with the rumors indicating discounts below 20 percent.

If the Australian dealer sells any of his goods either above or below the retail list price set by the manufacturer he is facing trouble from two sources. First, the manufacturer can cease to supply him with more merchandise because the dealer is "breaking the manufacturer's price structure." And the manufacturer can get the dealer in another way—by "upgrading" him on the discount sheet. The violating dealer may be brought into line by the manufacturer continuing to supply him, but at, say, a price only 10 percent off the retail list price. Second, the dealer giving a discount will be violating the provision of the code quoted above. Other dealers will complain, the dealer will be warned, the manufacturer will be warned about continuing to supply the dealer, and if necessary the other dealers will stop buying from the manufacturer as long as he supplies the violating dealer.

As a result, prices are maintained. There is seldom any discounting as such. The only way open to the dealer to compete on a price basis is through the traditional loophole of trade-ins, and that is the standard practice.

It would appear that other loopholes would enable dealers to compete on price—particularly through offers of free gifts, free services, etc. Why those loopholes are quite well closed is evident in the "advertising code" of the Electrical & Radio Federation.

"ADVERTISING. . . . We shall strictly adhere to the following code of advertising

ethics in relation to all advertising media including window displays:—"Here, unlike the provision on discounts, the agreement applies as stated but not to any display or other promotional effort inside the dealer's store.

"(a) No firm shall engage in any form of advertising which permits two prices to be arrived at or where the advertisement permits the savings to be calculated."

Such an agreement among dealers in North America would pull 50 percent of retail advertising out of the newspapers. Here's the extent to which it controls a dealer's copy:

In an advertisement or in his windows, an Australian dealer cannot state that an appliance "was \$200, now \$180."* The dealer

* For ease of reading, all currency will be stated in dollars rather than the Pounds and Shillings of Australia.

cannot make such a comparison even on discontinued merchandise. The advertisement cannot show the savings in other ways, for example, as "save \$50, you pay \$150," or "was \$200, save \$50," or "save 20%, now \$220."

The extent to which the dealer can tell the reader of advertising (or on radio and TV) and the prospect looking in the windows of his store, that he gives them a better buy than his competition is through such expressions as "save money," "save dozens of dollars," "big savings," "sensational clearance," "50% Cut! (in stock says the fine print)." Many dealers use "SAVE (and use dollar signs scattered over the background), and technically the number of dollar signs is not supposed to count up to the actual dollar savings.

"(e) No form of price cutting or any form of concessional coupons, competitions, and discounts, including the offer of other articles free or at reduced prices as an inducement to purchase, shall be advertised."

It is difficult to grasp the scope of this regulation if it were applied to retail appliance selling in the United States and Canada. Think of what the Australian dealer cannot do in his efforts to get business. Green stamps are out. Contests, whether it is the judgment of the number of beans in a jar that rewards the winner with a merchandise certificate, or a big deal that sends the lucky washing machine buyer on a holiday to New Zealand, are out of the picture.

It is obvious from this provision that no articles about an Australian dealer will look like "Something For Nothing" in July ELECTRICAL MERCHANDISING. Prohibited are such minor give-aways as detergent with washers, as well as the standard tie-in sale that advertises "buy this and get this free." No beach kits with portable radios, no record albums with phonographs.

Why the dealers down under subscribe to such regulations drawn up by themselves is based on this feeling—coupons, contests, gifts, etc. are inherently discounts, and the dealer offering any one of these is being unfair in his competition with other dealers.

"(f) Any reference to trade-ins shall state only that trade-ins are acceptable and no

reference shall ever be made to a particular amount that will be allowed."

Here again, one wonders what changes in the face of the North American appliance-TV industry would take place with such a regulation put into effect and enforced. The Australian dealer cannot offer a flat trade in his advertising, he cannot say "\$100 for your old washer, working or not;" prohibited is the flexible "up to \$100 for your old appliance," and the hundreds of variations on the trade-in theme that are used daily in America.

The best that the promotional minded dealers in Australia can do within the code is to advertise "not just big, but KING SIZE trade-in prices," "nowhere else can you get so much for your trade-in," "... trade-in experts. You can get your own price on any old ...," etc.

Again the dealers there say "this regulation keeps us from advertising a good trade-in offer, but at the same time it protects us from the competition that would over-trade."

Inside the Australian dealers' stores, and in prospects' homes, there is nothing to stop the dealer or the salesman from making any trade-in offer he wishes—he can give away his profit just as freely as any of his brothers in North America. "But we don't have to give away as much," one dealer states, "because the prospects have not had the opportunity to read fantastic trade-in offers in the newspapers or hear them over the radio. Unless they have taken the time to shop several dealers, they don't expect as much for their old appliances as they would if they had been exposed to the offerings of the 'wildest traders'."

"(i) Advertisements shall not include offer of guarantee or free service beyond the terms of the manufacturer's warranty."

This provision is designed to prevent competition by dealers using the offerings of free service as an inducement to the prospects to buy.

Australian manufacturers sell their refrigerators with 12-months free service and 5-year warranty on the sealed unit. The retailer pays the manufacturer between \$5 and \$10 on each box. The manufacturer handles the service work. Washers are sold with 12-months free service and parts. The dealer does not have to pay the manufacturer for that service, and the manufacturer again handles the work.

"(j) No article shall be advertised as being available on a NO DEPOSIT basis. In the event of a deposit being advertised, it shall not, in any case be less than 10 percent of the retail price."

"... And Carry A Big Stick"

This regulation against advertising "no down payment" has no effect on the actual sales being made. Dealers are free to sell without down payment, depending mostly on how they finance their contracts. In gen-

eral, basic economics prevents no-down-payment selling from being offered without qualification because of the risk involved.

Like the provision prohibiting discount selling, the Federation's Code of Advertising Ethics would be the traditional "scrap of paper" without successful enforcement. And under the law of Australia and its states, it is not in restraint of trade for the dealers individually or as an association to enforce the provision of their code as follows:

The Electrical & Radio Federation meets monthly. It has sub-committees whose work is mostly enforcement of the advertising code. To these committees come any complaints from one dealer about the advertising practices of another dealer.

For a first offense, a dealer who has violated the code may get just a telephone call from the secretary of the Federation. Or he may get a personal visit from one of the officers of the Federation. In both cases, the offending dealer would hear a review of the objectives of the Federation and the advantages of the advertising code. He would be requested to cooperate. In probably 90 to 95 percent of these cases, the dealer would.

(It doesn't matter whether the offending dealer is a member of the Federation or not, nor does it matter whether he has signed the copy of the code—enforcement is carried out on all dealers.)

If the dealer continues to violate the code, the other dealers through their association will complain to the manufacturers who are supplying the offending dealer. Usually this complaint will result in that dealer being upgraded to a small discount, from his usual 23 percent, for example, to 10 percent. Or the manufacturers may cut off the dealer's supply completely. An in between, but equally effective method, is to continue to supply him but only at full retail price—the exact price at which he is forced to sell.

Successful—In Australia

For the Australian dealers as a whole, this rigid control of the appliance-radio marketing system seems to have proved popular and successful. During the post-war period, the industry down under has boomed at about the same level as in the United States and Canada—actually, Australia has been outstripping North America by far in comparative sales of refrigeration.

In this self-regulated appliance-radio industry, hundreds of new dealerships have developed and scores of dealers have grown to enormous size. One of the latter, Lewton's in Melbourne, has grown by developing a highly successful selling technique that in many ways has its basis in the regulations imposed on the store as a member of the Federation. Forced to close its doors at specified hours by law, prevented from promoting price, trade-in offers, give-aways, etc., by code, John Ingleton made Lewton's ...

... The Store That Does \$650,000 By 'Phone ▶

SMASH FRIDGE BARGAINS!

BRAND NEW DEMO MODELS FULL RECON. & GUARANTEED MODELS

SAVE £5 - £5

BRAND NEW SEALED UNIT MODELS FROM 69 GNS.

FREE HOME TRIAL PHONE CENT. 4661 TILL 9 P.M. TONIGHT

Plus KING-SIZE Trade-in Offer

FREE INSTANT DELIVERY

INTEREST FREE PLAN FROM £3 DEP. OR AS LITTLE AS 10% WKLY.

Lewton 75 SWANSTON ST. PHONE CENT. 4661

OUT THEY GO!

SENSATIONAL CLEARANCE OF FRIGES & WASHERS!

Famous Name Makes INSTANT DELIVERY **£3 Deposit** from

Melb's EASIEST TERMS from 6/11 wky.

FRIDGE SPECIALS

KERO FRIGES from	£19
ELECTRICE	£45
COLD AIRE	£49
KELVINATOR	£69
W'HOUSE	£55
ELECTROLUX	£77
SERVEK	£65

WASHER SPECIALS

HOOVER	£25
SIMPSON	£35
POPE	£49
TURNER	£45
TRAYWAY (with Power Wringer)	£20

FREE HOME TRIAL Phone Cent. 4661

ON 9 p.m. Tonight

Plus King-Size TRADE-IN OFFER

These great bargains will soon be snapped up—be early for them! Please again such an opportunity to save or more!

Be Early Lewton 75 SWANSTON ST. PHONE CENT. 4661

It's still on at **LEWTON!**

STOCKS MUST BE CUT BY **50%**

SAVE! SAVE! SAVE!

ON YOUR NEW WASHER

FAMOUS NAME WASHERS for IMMEDIATE DELIVERY!

BRAND NEW DEMO MODELS FULL RECON. AND GUARANTEED MODELS

YOURS NOW ON EASIEST OF TERMS!

FROM ONLY **6/9 WEEKLY**

FREE HOME TRIAL PHONE CENT. 4661 TILL 9 P.M. TONIGHT

Plus KING-SIZE TRADE-IN OFFER

OUT THEY GO! FRIGES

£3 WOULD PUT A FIRST CLASS FRIDGE IN YOUR HOME TODAY!

Plus KING-SIZE TRADE-IN OFFER

Lewton 75 SWANSTON ST. PHONE CENT. 4661

50% CUT IN LEWTON'S GREAT WASHER CLEARANCE

Yes, Lewton are really going to turn stocks of Washing Machines must be cut by 50% — so we are getting regardless. This is your great opportunity to purchase a Washing Machine at greatly reduced prices.

BRAND NEW DEMO MODELS FULL RECON. & GUARANTEED MODELS

OUT THEY GO AT RIDICULOUS PRICES FROM ONLY **£3 DEP.** AND AS LITTLE AS 10% WEEKLY IMMEDIATE DELIVERY

FREE HOME TRIAL PHONE CENT. 4661 TILL 9 P.M. TONIGHT

Plus "KING-SIZE" Trade-in Offer

EXTRA SPECIAL!

POPE	£60
HOOVER	£25
SIMPSON	£48
LIGHTBURN	£75
SERVEK	£35
PRESTO	£60
MALLEY	£119
TURNER	£40
SNOW QUEEN	£66
SOUTHERN CROSS	£120

Lewton 75 SWANSTON ST. PHONE CENT. 4661

... DOING BUSINESS IN AUSTRALIA (continued)

Hampered by a downtown location which has no parking facilities within three miles and prevented by code from promoting price, trade-in offers or premiums, Lewton's in Melbourne has resorted to phone number advertising. The technique has been so highly developed that Lewton's has become . . .

The Store That Does \$650,000 by Phone

GETTING 65 percent of its \$1,000,000 annual volume from sales made in the customers' homes to people who see only pictures of the appliances-radio-TV they are buying—customers who telephoned the store in response to newspaper advertising—is the record being set by retailer Lewton's in Melbourne, Australia.

This concern, operated by John Ingleton, has made the telephone response to advertising, followed by home calls by specialty salesmen, almost as vital a key to its success as this pattern is to the sewing machine and vacuum cleaner "specialists" in the United States—but there is a difference.

To Lewton's this method of selling is a technique developed by a promotional-minded, sales and service dealer with a full-sized store operation, who is stymied by location and by regulation from building its volume through development of store traffic. Says John Ingleton, who has visited scores of dealers in every section of the United States: "Our problem is not unlike that of many dealers in the States, and I am sure that many of them could adapt our methods, with variations, to their market areas."

Many dealers in the United States and Canada do have some of the same problems that turned Lewton's to the use of specialty

salesmen following up telephone response to special advertising copy. Lewton's relies on this selling method for 65 percent of its business because: (1) the telephone gives the store immediate contact with the people who read the advertising during the evening, Saturday pm and on Sunday when all retail stores are closed by law; (2) specialty salesmen, using the manufacturer's descriptive literature, enable Lewton's to reach and sell thousands of prospects who can find no satisfactory way to see the store display as a couple because of non-existent parking facilities in downtown Melbourne, plus the fact that store hours did not coincide

Telephone Calls Lead to 65% of Lewton's Volume

with the husband's hours of work.

Of course, Lewton's operation is not as simple as just placing an advertisement and closing enough telephone responses to produce nearly \$700,000 in sales. Every detail of the selling effort—the type of advertising, the handling of 'phone calls, the follow-up by salesmen—has been worked out to a science.

Special Techniques Developed

To get the average of 15 telephone calls that are received each evening by John Ingleton, general manager Collins, and other executives of Lewton's who handle all telephone responses to advertising, an advertising agency is employed to use professional display techniques to present the promotional ideas supplied by Lewton's.

"Lewton's has just the 'Frige we've been talking about, dear, let's telephone and find out (what the price is) (what the terms are) (what the brand is) (what the special trade-in is)"—that is the key to the success of Lewton's newspaper display copy. It seeks out from the million-plus people of Melbourne the people who are interested right then in an appliance, radio or TV, but makes it practically necessary for the couple to telephone the store to get all the information that they need to fill their curiosity.

Lewton's 2-col. by 11-in. display advertisements in the Melbourne newspapers three nights a week get the attention of prospects through a changing pattern of themes identical with those used in most advertising by North American dealers—"33% Cut, during Lewton's great refrigerator clearance;" "Stocks Must be Cut by 50%, save, save, save on your new Washer;" "Out they Go! In the biggest radio and 'gram (phonograph) clearance ever! Over 150 sets . . . regardless of cost! 'Not Just Big . . . but 'King Size' Trade-in Prices. Lewton's definitely pays more;" "Smash—'Frige Bargains."

Through the illustrations and the reverse type panel showing prices, Lewton's carries from the attention-getting headlines into an indication of the bargains available to the prospects who act now. A group of ten top brand refrigerators with a price panel on a leader model, or a price panel stating "Brand New Sealed Units from \$163" beside an illustration of a name brand deluxe model, are standard techniques. So is the featuring of special merchandise at a low price and the presentation of shop-soiled, discontinued and used appliances to reach the price-conscious for later "selling up."

"Then, with every possible variation of the 'savings' technique used to show that now is a good time for the prospects to consider buying what they need, we show them that they can afford to make the purchase," says John Ingleton. Almost every Lewton's advertisement carries a panel on "easy terms," usually showing in reverse type "from \$.96 weekly." Still holding the prospects' attention for the climax, which is always to get them onto the telephone, other panels refer to "interest free," or "a 'Frige can be in your home today for only \$6.69" which would refer to the lowest end, "shop-soiled" or discontinued models regardless of where the panel was placed in the advertisement.



PHONE REQUESTS for more information on a particular appliance featured in Lewton newspaper ads are parceled out of specialty salesmen like Bill Blanshard, right, by managing director John Ingleton.



HOT PROSPECTS are reached that evening while interest is high. Blanshard makes his own appraisal of their old unit, offers trade-in allowance on spot. Closing is handled by using manufacturer's literature to show couple what they're buying.

Store Traffic Accounts for \$350,000 a Year



SOME CUSTOMERS prefer to visit the store after salesman has made his pitch in the home while still others come to store instead of responding to phone number ads. Here salesman Ben Roberts is shown closing a washer sale.



PROFITABLE SIDELINE, phonograph records were put in by Ingleton to draw traffic from street, now account for \$100,000 per year in sales. Records draw steady visits from downtown merchants and workers as well as shoppers.

Assuming the prospects are remotely interested in, say, a refrigerator, they have now been exposed to trade names, deluxe illustrations, offers of great savings, big trades, special terms and down payments—but they don't have a bit of information that will enable them to make their own judgment about buying a specific refrigerator at a known price. They have little except adjectives to use in comparing Lewton's offerings with those of another dealer's display or advertisement. But they do have enough to want more—at least to the extent that about 30 to 40 couples will telephone Lewton's on the evening that any of these advertisements runs—and the store will sell an average of 50 percent of the people who call.

Lewton's gets these prospects to call by offering something "free" along with the information the prospects would like to have anyway. Most effective is the prominent use of "FREE VALUATION" (of the amount Lewton's will offer the prospects for their old appliance or radio in trade) coupled with

equally prominent display of the store's telephone number and "till 9 p.m. tonight." Always paneled or in reverse type, a variety of arrangements of "FREE . . . Valuation . . . Cent. 4661 . . . till 9 p.m. tonight" stand out like a beacon in every Lewton advertisement.

"Cent. 4661" is the end of Lewton's promotional effort and the beginning of the store's equally well organized selling program. Enough prospects will start Cent. 4661's six trunk lines ringing to keep eight specialty salesmen busy selling nearly \$700,000 worth of appliances, radio and TV throughout the year.

No Selling on Phone

The Melbourne family that expects to call Cent. 4661 and get answers to all the questions that were left unanswered in the advertisement, or expects to get a "valuation" over the telephone, is in for a real down-under disappointment. Lewton's just doesn't have

(Continued on page 68)

HERE ARE THE FEATURES OF 18 BRANDS OF STEAM IRONS

By ANNA A. NOONE

PROBABLY no other automatic household appliance has enjoyed as high a degree of consumer acceptance in the past few years as the automatic steam-and-dry iron. (Over 5-million units were sold in 1955; 3,850,000 units in 1954; 44-million in 1955; and 1956 shows signs of being another big year with sales for the first eight months 25 percent ahead of last year.)

Users everywhere agree it is a wonderful appliance. It saves time and energy on ironing day. It eliminates much of the dampening job that slows up ironing a load of clothes. It handles pressing jobs for the whole family, cutting down on pressing bills.

The 1956-7 steam irons are lightweight, ranging from 2½ lbs. when empty to 4½ lbs. when filled with water. They are well-balanced, modern in design, and easy to handle. Temperature controls are calibrated according to types of fabrics—many include settings for nylons and other man-made fabrics.

They sell themselves. The only serious complaint voiced by consumers is the fact that some models occasionally spit, and in most cases this complaint can be traced right back to careless users who fail to read directions. Tests show spitting steam irons usually are the result of over-filling.

In the 1956-7 roster of steam irons there are 18 different makes. There are two types; flash and boiler. Some manufacturers make both types.

The Flash Type—turns water into steam, drop by drop, as the water falls from its tank or reservoir upon an inner hotplate. The majority of flash-type irons are ready for steam ironing within two or three minutes after being filled and plugged in. They usually have only one setting for steam, and can be used for an average of about ½ hour before needing a refill. They are easy to fill—the opening is located on the upper or lower front of handle. They can be switched from steam-to-dry and back to steam again at the flick of a switch, which also is located conveniently in the handle.

In the Tank Type—the water in the reservoir or tank must reach the steaming point before the iron is ready for use. In some models this takes close to ten minutes. However, the reservoir capacity is usually greater, with the result that tank models usually provide a longer ironing time—an hour or more—once the iron begins to steam. Some tank models have multiple steam settings. All water must be drained from tank models before they can be used for dry ironing; and they have to be refilled each time for steam ironing.

Both types are good; choice rests on the ironing habits of individual users.

Tap water is freely recommended by most manufacturers for use in areas where water hardness is under three grains. In areas where water is 3 grains hard or over, however, it is still wise to recommend use of distilled water, clear rain water, or demineralized water. (Hardness in water is actually dissolved calcium and magnesium salts. The amount of these salts varies in different areas and must be measured by water conditioning experts and chemists for accurate determination of the parts per million (ppm) or grains per gallon (gr) of hardness. A grain is a unit of weight equivalent to about 1/200 of an ounce.)

Most of today's models have easy-to-read temperature control dials that are marked according to temperature degrees as well as according to fabrics. Some have fill-line indicators clearly marked to guard against over-filling. All models have permanent cords—some with swivel arrangements so that the iron can be used with the left as well as the right hand without the cord getting in the ironing path. Wattages are 1000 and 1100, retail prices range from \$12.95 to \$21.50 with \$14.95 and \$15.95 most popular. Color is available in many makes.

End

Company Trade Name Model Numbers	Type	Watts	Thermostat Control	Weight Empty
AMERICAN ELECTRICAL HEATER CO.				
"American Beauty" 61-AB	flash	1000	lever	3
ATACO				
"Featherway" No. 140	flash	1000	bi-metal	3 lbs. 8 oz.
BERSTED DIV. McGRAW ELECTRIC				
Peterson "Tru-heat" 4-B	slip-on steam attachment	1100		3½
CASCO				
Regular	boiler	1000	conductive	3½
De Luxe	"	"	"	"
DOMINION				
1055	boiler	1100	contact type	2½
1070	boiler	1100	"	3¼
DORMEYER				
"Iron-Well" No. 12	flash	1100	bi-metal	3½
EASTERN METAL				
"Emco" ST 3000	flash	1100	calrod	3½
GENERAL ELECTRIC				
F-60	flash	1100	bi-metal	3
HOOVER				
M-4110	flash	1000	bi-metal	3½
M-013	flash	1100	bi-metal	"
KNAPP MONARCH (4 models) "Steam King"				
	boiler	1000	yes	4
PRESTO				
"Steam and Dry" 3-11	boiler	1100	in Van Bridge type	3 lbs. 4 oz.
PROCTOR				
"Mrs. America" 993	flash	1100	bi-metal compensated	2 lbs. 13 oz.
SEARS ROEBUCK				
"Kenmore" 6277	flash	1100	bi-metal	3¼
6214	boiler	1100	leaf	2¾
STEAM-O-MATIC DIV. RIVAL MFG. CO.				
DL-511	boiler	1000	bi-metal	3
DL-512	"	1000	bi-metal	
SUNBEAM				
53	gravity-feed flash	1000	bi-metal double automatic	2¾
54	flash	1000	"	2¾
TOASTMASTER DIV. McGRAW ELECTRIC				
481	flash	1000	bi-metal	3¼
UNIVERSAL				
"Stewardess Travel" 1675	boiler	575	bi-metal	28 oz.
"Steam 'n Dry" 1802	flash	1100	"	3½
WESTINGHOUSE				
IS-5212	flash	1000	"Unitherm"	3¼
IS-5213 Coppertone	"	"	"	"

CHECKLIST OF 1956-57 STEAM IRONS

In Lbs	Soleplate	Ironing Surface Sq. In.	Steam Apertures		Water Reservoir		Capacity	Filler Location	Fabric Dial No. Settings	How Convertible	Right or Left Hand Use	Back Rest	Price	Other Features
			No.	Location on Soleplate	Location	Metal								
3½	aluminum	30	3	front half	hood front	aluminum	8 oz.	bottom front handle	5 plus steam	control knob	right	yes	\$14.95	steam control knob provides 2 steam volumes
4 lbs. 2 oz.	aluminum	32	9	from point down each side	forward body shell	"	10 oz.	upper front body shell	5	switch on handle	right	yes	\$12.95	no limited steam settings
4½				front half attachment	outside iron	plastic tank	1¼ cups	top plastic tank	yes	remove attachment for dry ironing		side rests		slip on steam attachment for dry iron #100
3¾	aluminum	32	9	front ½	on sole-plate	stainless steel	9 oz.	top case under handle	6	empty & fill	right	yes	\$15.95	water level indicator; easy-M-T spout
"	"	"	"	"	"	"	"	"	"	"	"	"	"	handle in choice of 4 colors
2¾	aluminum	30	circle & 3 grooves	front center	above sole-plate	aluminum	6 oz.	top front handle	6 to off	empty and fill tank	R or L	yes		iron rest available extra
3½	"	"	"	"	"	brass	6 oz.	"	6 to off	"	"	"	"	
4	aluminum	30-31	7	point & outer edges	above sole-plate	brass	8 oz.	handle front	6	switch in handle	right	yes		
4¼	aluminum	34	10	front half	above sole-plate	aluminum	8 oz.	lower handle front	6 to off	switch in handle	R & L	yes	\$14.95	round, wrinkle-proof heel
3 lbs. 6 oz.	aluminum	30	7	front point and edges	in body	brass	1 cup	center handle front	6 to off	button switch in handle	R & L	yes	\$14.95	new cord lift keeps cord off ironing surface
3 lbs. 15 oz.	aluminum	27.7	8	along edge	within iron	aluminum	200 c.c.	front handle leg	6	thumb control	R & L	yes	\$15.95	
"	stainless clad aluminum	27.7	8	"	"	"	"	"	6	"	"	"	\$17.95	
4½	aluminum	—	3 grooved channels	front	within iron	stainless steel	8 oz. (1 cup)	under handle	multi-settings	empty and fill	right	yes	\$14.95 \$16.95	black handle. 3 pastel colors; water level indicator
3 lbs. 10 oz.	aluminum	31.4	1	front center	within iron	brass	6 oz.	top front handle	fabric markings temperature indicator	empty and fill	R or L	no	\$14.95 \$15.95	black handle; visual sole-plate indicator; round heel; filler cap attached. pastel handles—blue, pink, turquoise or yellow
3¼	aluminum	32	17	entire	within center	aluminum	7 oz.	top front handle	8 calibrations infinite settings	flip switch in handle	L or R	plastic	\$15.95	water chamber has anti-splash baffle; self cleaning feed; funnel-shaped filler hole
3¾	aluminum	31	6	entire area channelled	in shell	aluminum	6 oz.	front	approx. 0-240-500°	flip switch	no	yes	\$12.75	giant fabric dial; full length steam channels; black & chrome
3¼	aluminum	28	3	center front	top of shell	aluminum	6 oz.	top front	approx. 6	empty & fill	no	—	\$9.95	black and chrome trim
3 lbs. 8 oz.	aluminum	25½	continuous circle	toe	above soleplate	stainless steel	8 oz.	under handle	4	empty & fill	R or L	yes	\$16.95	water level indicator
3 lbs. 8 oz.	"	25½	"	"	"	"	"	"	"	pushbutton empty tilt-top fill	"	"	\$18.95	"
3	aluminum	29	5	forward center	plastic tank outside iron	plastic hanging tank	40 oz.	top of tank	7	switch-on feed-in valve	right	yes	\$21.50	gravity feed model; open handle; water level visible
3 lbs. 7½ oz.	"	30	9	inverted "V" from top	between handle and soleplate	stainless steel	7½ oz.	front of handle	7	switch on front handle	R or L	yes	\$15.75	
3¾	aluminum	27	9	front & sides	above soleplate	aluminum	8	front handle	6 continuously adj.	thumb control	right	yes	\$15.95	when filler cap is lifted, valve controlling flow of water to steam channels automatically closes
31 oz.	aluminum	21	8	front	over soleplate	brass	3 oz.	top	6	empty and fill	R & L	yes	\$12.95	water level indicator
4	"	32	13	along edges	"	"	8 oz.	front	6	snap action valve	" " "	"	\$14.95	wrinkle proof heel.
3 lb. 10 oz.	aluminum	28	15	along edges	inside cover of iron	aluminum	6 oz.	front	7	turn of "fill dial"	right lift, also available	yes	\$15.95	open-handle; self cleaning needle valve insures constant water flow to steam channels
"	"	"	"	"	"	"	"	"	"	"	"	"	\$17.95	coppertone finish

By FRED A. GREENE

\$15,000 in extra sales

and 600 good leads resulted
from Tulsa dealer Harry Green's
unique six-week promotion, a . . .



Wedding in an Appliance

HARRY GREEN, manager of the Furniture Center in Tulsa, Okla., believes that if you have enough prospect cards to work, you're bound to increase your sales. But his first problem was to secure a large number of leads.

He solved this problem with a unique promotion — "Honeymoon Holiday" — that netted him over 600 leads, some immediate sales from registering couples and their friends as well as a lot of publicity. Even the mayor helped out by drawing the names of a winning couple. The event was climaxed by the wedding of the couple in the store. It resulted in considerable exposure when curious passersby dropped in to see the wedding and dance to music at the reception which followed. Police blocked off a side street to afford more dancing space.

"Newly married or engaged couples nearly always need to furnish a house or apartment.

Since we sell furniture as well as appliances, we felt that engaged couples were our best bet for good leads. We decided to register these couples for prizes donated by various merchants and by our store," Green says.

Merchants Donated Prizes

The cooperating firms furnished such things as a down payment on a home, wedding ring for the groom, engagement and wedding rings for the bride, bridal gown, wedding pictures, wedding cake, flowers and one half of an all-expense-paid honeymoon to Mexico City. Green paid for the other half of the trip.

What did the merchants gain from the promotion? Plenty of free advertising plus an appearance on the Furniture Center's local TV program during which time they discussed the "Honeymoon Holiday" promotion, their part in it and the merchandise they

sell. In addition, signs in Green's store and newspaper ads promoted the cooperating firms.

Personal Registration

There was only one requirement for registering couples. They had to fill out entry blanks at the store. This gave Green a chance to display merchandise and present an initial sales pitch.

He followed up registrations with personal letters of congratulations to the couples and offered them free gifts, such as household items, which they could get by returning to the store. On these second visits, Green also offered free professional interior decoration and budget consultations from his store staff should they decide to buy home furnishings from him.

Cost of the promotion came to about \$2,600. Television took the biggest chunk

Honeymoon Holiday

Win Honeymoon Holiday
Prizes of the Engaged Couple their
Phone Numbers on Ballot and
Box—1 Ballot Will Be Drawn from
Random on July 26th 1956
Prizes May Register for Engaged Couple
of Couples, Given Couple Can Register Only Once

day Evening July 26 at 9 o'clock



COOPERATING merchants in other fields—a baker, a jeweler, a dress shop owner, and others—did their bit to publicize promotion with signs like this one.



ENGAGED couples who entered the drawing were required to come into the store to register, giving dealer Green (right) a ready made opportunity to make a sales pitch.

Store

of a \$1,000 advertising budget. Newspaper and radio spot announcements on the day of the wedding also were used. Printing of signs for all participating stores, coffee for wedding guests and other items took \$550. An orchestra for the wedding cost \$450 and the store's gift to the couple of appliances and furniture cost \$600.

Extra Sales Realized

Although Green netted over 600 leads to work on, he also made extra sales during the period of the promotion. A few registering couples purchased such things as TV sets and air conditioners and several persons who were just curious about the promotion wandered in to buy. Green estimates extra appliance sales during the six-week promotion came to around \$15,000. The store normally does a \$200,000 yearly volume in appliances. *End*



HUNDREDS of people visited store for wedding ceremony, danced at reception which followed in the store and on nearby roped-off street, also saw appliances.

NOW... A TRUCK AS RUGGED AS IT LOOKS

READY TO EARN ITS KEEP!



'57 STUDEBAKER TRANSTARS are here!

SIX WAYS BETTER THAN THE NEXT BEST TRUCK

1. Championship Economy . . . Thrifty Sixes and short-stroke Eights save gas, save wear—mile after mile after mile.

2. Surer Traction . . . Twin-Traction Differential* keeps your truck on the job while others wait out the weather.

3. Safer Control . . . Easy cross-link steering, oversize brakes and automatic Hill Holder* give you positive control in any situation.

*Optional at extra cost.

4. Steadier Ride . . . Load-rated front suspension and two-stage rear springs give balanced cushioning for any load, any road.

5. Higher Efficiency . . . The right truck for your job—912 combinations, 1/4-ton through 2-ton heavy-duty. Overdrive* on all.

6. Bigger Load Area . . . Exclusive double-wall box construction.

Widest clear floor space in any pickup. No wheel wells! So *all* floor space is clear.

Meet the new Transtars for '57. They look rugged and they are rugged—built to earn their keep—priced *lower* than comparable trucks. Discover the money-making difference . . .

SEE YOUR STUDEBAKER DEALER



STUDEBAKER-PACKARD CORPORATION

Where pride of workmanship comes first!

THIS IS THE DISPLAY that helped establish dealer Sid Rosen as the biggest engineer of toy train sales in St. Louis.

Toy Train Tycoon



Out of an accidental discovery that toy train sales didn't all stop the day after Christmas, St. Louis dealer Sid Rosen has built himself a \$250,000-a-year volume

THE appliance dealer never knows what his sales potential actually is until he gets out and experiments with new lines, according to Sidney Rosen, owner of Jennings Home Supply Co. in St. Louis, Missouri. That fact was graphically demonstrated during three consecutive Christmas seasons when Rosen set the city's sales records for electric train turnover.

Like most retailers in small community shopping centers, Rosen made a practice of putting in a toy inventory each Christmas, along with home supply lines. Toy sales, up to five years ago, were moderate and certainly nothing to become excited about.

Experimenting, Rosen took an over-sized display table in the store, set up a loop of electric train track, and kept a model passenger train and a freight train circulating. His total electric train sales by January 1 were only a little more than \$100, but in the months following Christmas, visitors dropped in asking for extra tracks, cars, transformers, signals, and other electric train accessories.

"I noticed that most of these customers, all of whom remembered seeing the train display at Christmas-time, were adults, rather than the youngsters for whom I had originally intended the promotion," says Rosen.

Not certain of his footing, Rosen nevertheless felt that there might be some possibilities in promoting model railroading in his

store because it was convenient to the homes of his customers and would save them a long trip into the downtown district after supplies. Consequently, he took a gamble, built a huge display table, on which an extremely intricate model railroad layout was installed.

\$3,000 Railroad

"Before we were done with the big board, with its electronic controls, transformers, half a dozen separate track systems, and all accessories, I had spent nearly \$3,000," Rosen says. "As we went along, however, I became convinced that I was on the right track. Store traffic began to increase almost from the moment that the display board went into use."

His display table was finished a week or so in advance of the following Christmas season. Rosen drew a deep breath and ordered a \$2500 stock of electric trains. He rearranged the store so that the table could be easily seen from the sidewalk.

Results (and sales) quadrupled the highest estimate Rosen had set. "People I had been seeing for years turned out to be railroading enthusiasts," Rosen declares. "Word of the display spread swiftly around our area. When the Christmas books were closed I had sold better than \$10,000 worth of model train kits, accessories, complete track systems, etc., a volume which surprised not only me, but our suppliers as well."

The St. Louis dealer kept the display up for several weeks following Christmas, and a

steady stream of hobbyists filled the store. When later seasons arrived, the board was disassembled and put away for later use. Model railroading sales continued almost unabated.

Somewhat stunned by his eye-opening sales volume, Rosen made elaborate plans for the next sales season. The first two Christmases had scored results without newspaper advertising, but this time he budgeted a healthy sum and got the big display table under way three weeks in advance of Christmas months. Encouraged by early-season sales, Rosen took another gamble and invested \$2200 on full-page display ads in the neighborhood newspaper.

Once again, sales literally "blew our hats off" as Rosen reports it. For that holiday month, electric train sales hit an incredible \$25,000, from a tiny store of only 35x25 foot dimensions.

"We found this volume hard to explain even to ourselves," Rosen admits. "Perhaps the best answer is that we simply tumbled upon a huge pool of model railroading hobbyists all living close to the store."

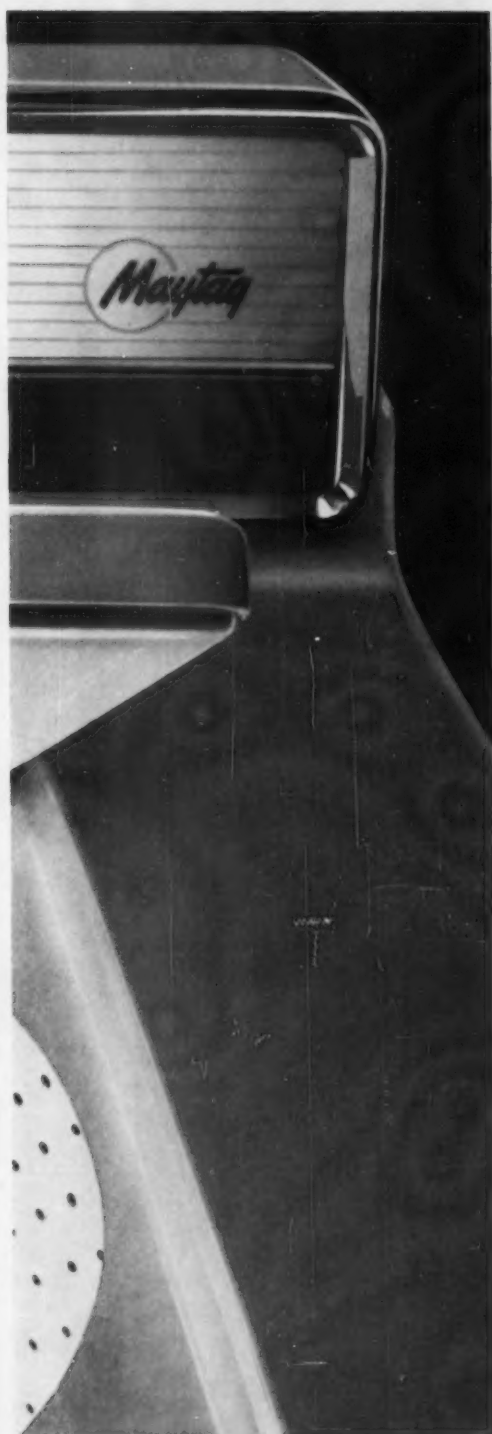
Now, with complete accessory lines, toys, home gadgets and small appliances, Jennings has become firmly entrenched in the St. Louis area as a major supplier of model railroading supplies. While volume the next year slipped some, there was still a husky \$18,500 worth of electric train sales on the books when the Christmas season closed. End

926 LINT R



MAYT

EMOVERS !



MAYTAG'S "LINT REMOVER TUB"
swirls lint, dirt and sand out 926 holes
never to return---no pans to interfere
with loading and unloading---
no traps to empty ever!

There's never a need for pans, pots, trays or traps with the Maytag! Because (1), Maytag's gentle wash action, proved in over 9,000,000 Maytag washers, creates less lint to begin with, and (2), any lint that *does* form is *automatically* separated from clothes through 926 holes in the Maytag "Lint Remover Tub." Then lint and dirty wash water are *never* pumped back to strain through clothes.

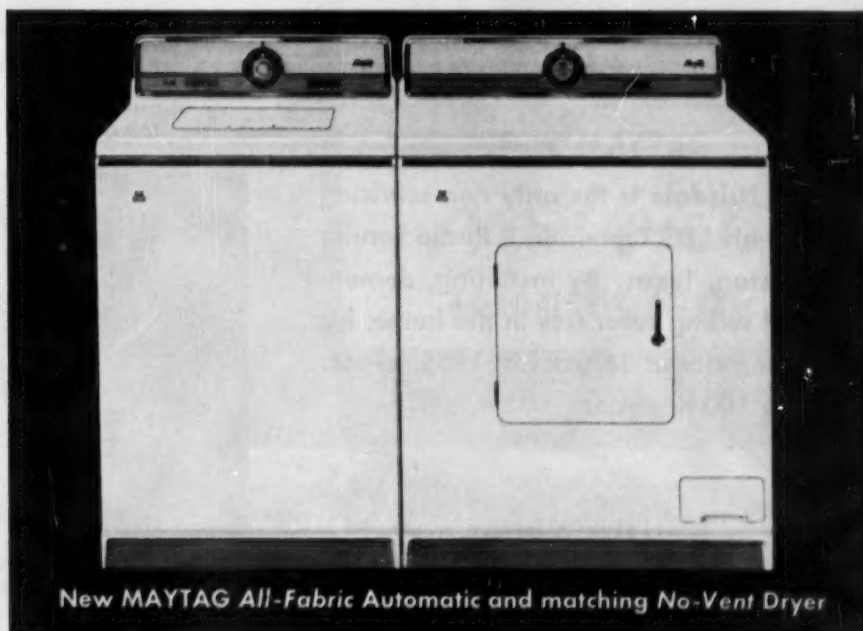
Cleans clothes automatically! Yes, the new MAYTAG All-Fabric Automatic cleans clothes without having to resort to a mechanical aid.

That means fewer parts to go wrong—the mark of a well-designed washer.

The Maytag sales story starts with truly clean clothes and never stops. For there's also two-speed agitation and spin, cold water wash and rinse, Automatic Water Level Control, Suds Saver, and many other features.

So when your prospect says: "Does it have a lint filter?", you'll say, "Better than that, Maytag has 926 lint removers!" Call your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.

See MAYTAG—the one COMPLETE automatic washer



New MAYTAG All-Fabric Automatic and matching No-Vent Dryer

A G *All-Fabric* **AUTOMATIC WASHER**

SERVICEMEN SELL COLOR TV IN HOMES



ONCE they get a lead, SOS servicemen arrange for a home demonstration, move, install, and demonstrate the set. Out of 20 recent tries they closed 16.

Owner Tom Drisdale is the only non-servicing salesman at his SOS Television & Radio Service firm in Houston, Texas. By installing, demonstrating and selling color sets in the home, his six servicemen closed 34 sales in 1955, expect to close over 100 this year

SOS Television & Radio Service of Houston, Texas, sold 34 color television sets during 1955. That's an extremely good record for a store that grossed \$104,000 for all television sales in the same period and didn't really begin to push color until late in the year. When 1956 totals are recorded, owner Tom Drisdale expects to have tripled that figure in color sales alone.

Home demonstrations have provided the big impetus. In fact, during December of 1955, Drisdale sold 16 sets after only 20 home demonstrations. In June he tied in with the local parade of homes, installed a color set in each of the 31 model homes. This exposed working color sets to 200,000 people and resulted in 11 directly attributable sales.

Drisdale's sales record is no accident. It's a result of careful planning. Each demonstration costs him \$20 in labor and preparation.

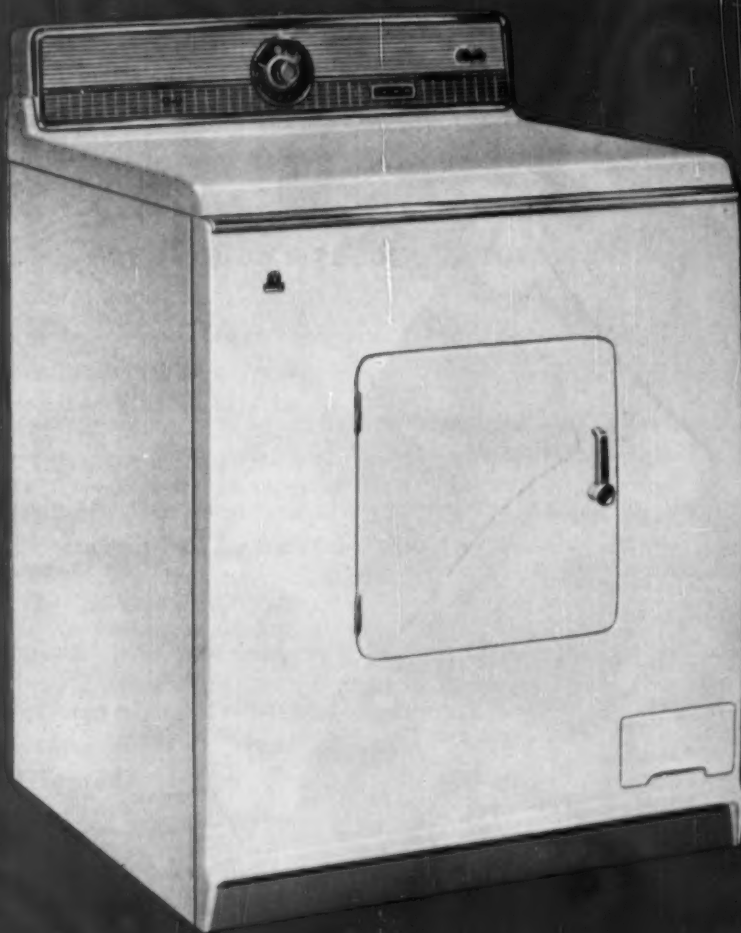
(Continued on page 78)



FOR EACH sale they make, servicemen get a five percent commission plus \$15 to \$30 which is added to a vacation jackpot for equal division among all of the firm's six servicemen.

NO-VENT DRYER

WITH A SALES STORY YOURS ALONE TO TELL!



MAYTAG DEALERS can go all the way in selling the advantages of the new No-Vent Dryer! For here is a dryer with a truly exclusive story: its method is different, its results are better.

Maytag's patented water extractor principle eliminates the drawbacks of other dryers, even other water-type dryers. You can promise and deliver "no heat, moisture or lint in room"—"no ugly vent-pipes out window or wall"—"put this dryer any place you put a washer."

Remember, too: Maytag has a full line of dryers, gas or electric, no-vent or vented, colors or white. For the full profitable dryer story, see your Maytag Distributor or Regional Manager.

The Maytag Company, Newton, Iowa.

NEW MAYTAG
No-Vent
AUTOMATIC DRYER

YOU MAKE MORE...AND KEEP MORE...WITH

MAYTAG

SHOPPERS INTO McCALL'S USE-

**3,500,000 PRODUCTS ARE NOW BEING SOLD WITH
McCALL'S USE-TESTED TAGS BY 25 MANUFACTURERS**

MAYTAG	PHILCO	KITCHEN AID
KELVINATOR	NORGE	UNIVERSAL
ELECTROLUX	YOUNGSTOWN	VOICE OF MUSIC
TAPPAN	KITCHENS	DAZEY
HARDWICK	OSTER	SERVEL
BENDIX	RIVAL	BROTHER
CADILLAC	ROPER	WHITE
WEST BEND	PRESTO	MIRRO-MATIC
	VULCOT	DETECTO

BUYERS WITH -TESTED TAGS

"Clinches sales!"... "Closes sales!"... say retailers about McCall's Use-Tested Tag! Now appliance customers—hundreds of them—say McCall's recommendation on the Tags helps them buy!

Actual consumer quotes contained in an interview-survey conducted by an independent research organization.

- "They're a guide to good buying!"
- "They're wonderful. A help to the shopper."
- "McCall's Use-Tested Tags help to inform the public about the quality of various products, brands and models."
- "McCall's opinion would be truthful and unbiased."
- "These Tags are very good. Gives you confidence in appliances. Makes you feel companies have your best buys at heart."
- "Lets you know what you're buying."
- "A good thing. Helps you shop."
- "A guide to good buying."
- "I think they are worthwhile. I looked for them when I came in the store."
- "Wonderful. Help to the shopper."
- "Adds distinction to a product."
- "Gives you something to rely on."
- "McCall's Use-Tested Tags give me more confidence in the products they endorse."
- "Helps you to decide."
- "Very nice. A friend of mine recommended that I buy an appliance if it had the McCall's Use-Tested Tag on it."
- "If we see a McCall's Use-Tested Tag on anything, we know it's a good brand."
- "These Tags are to the advantage of the buyer. We think McCall's has tested appliances well."
- "The Tags help people to choose."
- "We rely on them as a guide to better merchandise."
- "I think they're helpful to shoppers. Everyone likes to feel the things she buys have been tested."
- "Very good. I look for them when I shop."
- "I saw a McCall's Use-Tested Tag here today. I read it and was impressed by its impartial observations."
- "You just feel better about things, if they're approved!"
- "We think it's an excellent idea, because when a well-known, nationally-distributed magazine such as McCall's gives its approval to a product, a person feels it can be used with confidence."
- "When people see the McCall's Use-Tested Tags, they are more likely to buy the product."
- "We're in favor of these Tags. We always look for them when we buy."
- "It gives a person an idea what to expect from an appliance."
- "We think they're great. We always look for them when we buy something."
- "We really notice them. We believe you can depend on these Tags as a good guide in buying brands."
- "A very good idea. Makes you feel the appliance has been thoroughly checked."
- "If a housekeeper sees that McCall's Tag, she knows the product must be good!"



McCall's

The magazine of Togetherness, reaching more than 4,750,000 families!

can dealers STOP builder sales? (continued)

instance, is in effect cancelling out all of its so-called builder-dealers. This is being done by raising the requirements necessary to qualify for a "bonus" on sales to a builder. This revision has been in the works for some time and is actually part of a plan laid down some years ago. The original objective of that plan—to interest dealers in going after the builder business.

What form will relief take? Marketing experts think that little can be done to remove differentials in pricing. The Robinson-Patman Act is vague on matters of this sort. Beyond that the whole theory of pricing, as pointed out above, is complicated and if you adopt the view that the builder is a "manufacturer" you have to grant him a better price. Even so, the biggest firms officially feel that the small builder should not be able to buy at a price better than the retailer. It may take some time for this policy to be fully implemented, but some companies are consciously working in that direction.

NARDA officials think the biggest improvements will come in stopping the transshipping of appliances sold to the builder trade. This may not be as widespread as some dealers think, but a considerable amount of it is going on. A Connecticut dealer who buys from transshippers points to crates in his warehouse which have the name of a Long Island builder on them. A California dealer points to a big builder who has converted his purchasing department into a full-fledged appliance store. Such practices are obviously abuses of preferential pricing for builders even if you finally admit that some price differentials are justified. Observers are convinced that it is in this area that FTC will show the most interest. And they feel that it is here, too, that manufacturers will move most quickly to clean up their own houses.

Appliance dealers, finally, must realize that they themselves may be affected by changes in builder sales policies. Many dealers who try to sell builders rely on bonuses and rebates and special prices. If such things were outlawed or abandoned these dealers would have trouble in adjusting their own builder operations. In addition, although they deplore the practice, some sharp dealers are buying from builders or certifying retail sales as builder sales to earn a better margin. Any clean-up will stop such practices.

That's why things may soon improve. But in the meantime (or assuming that such improvements don't materialize) what can the dealer do to defend himself against such practices?

There are a number of things the dealer can do. Perhaps the most obvious is to cooperate with NARDA in providing specific examples of builder sales abuses. The FTC is not interested in surveys. It wants specific cases.

Next, the dealer should talk with his distributor about the entire problem. In a surprising number of cases the dealer may find that he misunderstands what is going on and that he is not taking advantage of the distributor's builder sales program. In doing so, however, the dealer should remember that distributors are not interested in adding every dealer to their builder sales programs. They're not interested in the dealer who wants a special builder price just to accommodate the friendly builder who walks in the store. They want the aggressive dealer who is willing to go after builder business. Their builder programs would become too cumbersome (and too subject to abuse) if they added every dealer. Only the most promising can qualify.

Next, if such a talk doesn't clear things up and abuses continue, the dealer should contact the manufacturer. The president of the firm most often accused of abusing builder sales told ELECTRICAL MERCHANDISING that he has had only one dealer complaint in nine months about builder sales. "I get them all the time from fellows who think we should change the color of the interior of our refrigerator or something like that. But none on builder sales." If the dealer thinks his complaint won't survive through these channels, he should send a registered letter addressed personally to the president or general manager of the manufacturing firm.

Finally, if complaints don't help, drop the line. "You'd be surprised how much action is stirred up here when one or two dealers in a given area drop a line," one manufacturer confessed to ELECTRICAL MERCHANDISING. —End

The Store That Does \$650,000 by Phone (continued)

the right people on the telephone to answer all the questions—for several reasons.

During the business day, Lewton's operator determines the nature of each call and if it is about an advertisement, the call goes to the phone of an executive. From 5:50 to 9 pm incoming calls are hooked into the phones in the executive offices. On Saturday afternoon and on Sunday, calls go to the home of one of the executives selected for that week-end.

As a result, all response over the telephone to Lewton's newspaper advertising can be handled by Ingleton and others in management according to plan—and that plan is to give the caller courteous attention but as little information as possible while Lewton's gets the name and address and an appoint-

ment for a salesman to call at the home.

"Why, yes, that new sealed unit 'Frige for \$163—I think there are several models in that price. Shall we have a salesman call on you and tell you all about them—let you see which one is best for you. There's no obligation. Let's see—you're in what section of town? Yes, and the name is—we have a salesman who lives near you. We can have him drop over tonight. A larger refrigerator? It would be difficult to describe any of them over the telephone—we carry all the major brands, you know. But the salesman has leaflets on all of them—would 8:30 be a good time?" And in general, that would cover one of the average calls. And it illustrates, too, the purposeful approach taken by the Lewton's executives—that

they are not salesmen so they can't answer all the questions asked by the caller. They are always cordial, willing, confidential, informative enough to keep the prospects' interest but never informative enough to keep prospects from needing a home call by a salesman to give them the full information.

So it is, too, on calls for an estimate on the old appliance or radio that the prospect wishes to trade in. "One of our salesmen could give you a valuation but none of them are in the store right now—I'm in a different department but I'd like to help you by arranging for one of our salesmen to give you a valuation. Your name is? Well, even if I were qualified, it wouldn't be fair to give you a valuation over the telephone—oh, you have that washer, well it should be worth quite a bit—if I made a guess it might be much below what the salesman can offer when he sees the washer and gets an idea of what you plan to buy. Would tomorrow

evening be convenient? We have a salesman who is going out that way." Many prospects want an estimate the evening they phone, and if it is before 8 o'clock, Lewton's usually can promise it. Otherwise an arrangement is made for the following evening.

While handling these 'phone calls, Ingleton and others fill out a "lead sheet" which contains not only the name and address of each prospect, but also what purchase is planned and any other information from the telephone conversation that would help the salesman get started on the job of selling.

No Salesman on the 'Phone

The capabilities and experience that make good specialty salesmen are exactly the qualities that keep Lewton's salesmen off the telephone when calls come in response to advertisements. "A good salesman cannot help himself—he will try to sell. And to do so he will

(Continued on page 72)

*Never-say-die dependability . . .
proved on the Alcan Highway!*



The Alcan test run was supervised and certified by the AAA.

NEW TASK-FORCE 57 CHEVROLET TRUCKS

Six new '57 Chevy trucks tamed the rugged Alcan in one round-the-clock sprint. They covered the grueling run (normally a 72-hour trip) in less than 45 hours to prove their durability!

They took everything the truck-killing Alcan could dish out—and not a single unit dropped out or turned back due to mechanical failure! They turned in top scores for performance and economy, too! Look over the Alcan Highway Champs at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



NO JOB TOO TOUGH FOR THE ALCAN CHAMPS!

You get Alcan-proved dependability in whatever light- or medium-duty model you choose. Put a new Chevy to work for you and take advantage of its extra stamina, its time- and money-saving ways!

PROVED ON THE ALCAN HIGHWAY...CHAMPS OF EVERY WEIGHT CLASS!



Now... Greater



Automatic Top-Burner Control

Add to your gas range a salesbuilding feature every home-maker wants. The Wilcolator "Pantrol" lets her control top burner heat exactly and automatically.

When the thermostat dial is set at the desired temperature, the valve opens, allowing gas to flow to the burner. As the cooking utensil is heated, a small sensing bulb is also heated and controls the flow of gas to the burner.

"Pantrol" takes the guesswork out of cooking. Prevents burning, scorching, boiling over. Eliminates the need for constant watching, stirring. Saves work...saves fuel...cooks foods to perfection.

Get all the facts on "Pantrol" today.

"PANTROL" TOP BURNER CONTROL MAKES EVERY PAN AS AUTOMATIC AS THE OVEN



Cook delicate sauces, custards, souffles without a double boiler



Deep fat frying done to perfection



Never any scorched foods or sticking to pan

Gas Range Sales

with WILCOLATOR

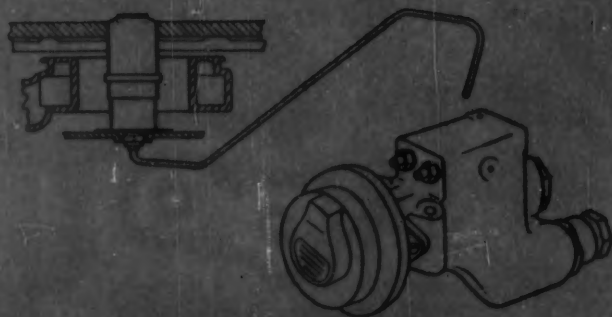
"Pantrol"

FEATURES OF THE WILCOLATOR "PANTROL"



TYPE PGP—WITH PILOT

This type is designed to fit burners equipped with an independent pilot. The pilot gas feeds into a small burner and is not controlled by the thermostat. No by-pass is used. The thermostat varies the burner gas from zero to maximum capacity.



TYPE PGB—WITH BY-PASS

This type uses no pilot gas. By-pass gas feeds into main burner. The thermostat throttles down to the by-pass flow, and only the amount of gas necessary to maintain the desired temperature is supplied by the thermostat.

Dial Calibration: Division: 10, 150-400 in 25 increments, H1.

SMALL DIAMETER OF SENSING UNIT



The outside diameter of the sensing unit is very small. This allows for small compact burners and a wider range of controlled temperatures between minimum and maximum flame.

EASILY CLEANED



The sensing unit is easily taken apart to clean out food particles resulting from spillage.

THE Wilcolator
COMPANY

THE WILCOLATOR COMPANY
Elizabeth, New Jersey

Originator of the Liquid Expansion Oven Thermostat.
In Canada: Wilcolator (Canada) Ltd., Mimico, Toronto, Ont.
Export Address: Wilcolator, 1010 Schaff Bldg.,
1505 Race Street, Philadelphia, Pa.

The Store That Does \$650,000 by Phone (continued)

give information and he will answer questions. In our type of operation, the salesman on the telephone sooner or later will give out the information that will 'shut the door'. The caller will get enough out of the salesman so that he or she will not feel it necessary to have someone call at the home. If the prospects get just enough information to take the edge off their questions they will start making decisions—and it is not profitable for us to have prospects make decisions without the counsel of our salesmen in the prospects' homes," says Ingleton.

Since John Ingleton developed telephone response to advertising as the basis for building volume, Lewton's eight salesmen on new appliances and radio (and TV since last summer, '56) and two salesmen on used appliances-radio have had plenty of chance to give counsel in prospects' homes and they are equipped to give this counsel and come out with an order.

Lewton's salesmen are mostly young married men with an incentive to earn above-average incomes. Most had specialty selling experience before joining Lewton's. Some had appliance-radio selling time with other dealers—but men with appliance-radio selling experience are very scarce in Australia today, Ingleton points out.

In addition to their daily contact with Ingleton or the general manager when they receive their leads for the evening, the salesmen take part in a weekly sales meeting. There they are trained in the techniques of specialty selling in the home with the second half of the hour meeting for the presentation of a product demonstration by a manufacturer's representative. Ample time at each meeting is reserved for an "idea exchange" that helps the salesmen help each other, also for a gripe session when salesmen can square away with management and vice versa.

Lewton's salesmen work on the floor during the day when they are not following up on a lead or following up on a past sale. At the end of each afternoon all appointments resulting from phone response to advertising since the previous day are routed to give each salesman about the same number of calls on an efficient route close as possible to his home. Some of the salesmen eat downtown, some at home, depending on the hour and the closeness of their first appointments.

By early evening, Lewton's salesmen are hard at work on what will amount to more than one-half the store's volume for an average day. And that volume is produced right in the prospects' homes through sales made without showing mer-

chandise. Using what these men call "leaflets," the illustrated literature supplied by the manufacturers, these salesmen help the prospects select the appliance, radio or TV best suited to their needs—selling them up as far as possible within the couple's ability to handle the purchase economically. One of Lewton's salesmen handles this method of specialty selling so well that not only does he produce a large volume without showing merchandise to the customers—he keeps these home appointments and closes his sales without carrying leaflets or any material except order blanks, relying successfully on his ability to sell high priced durable goods sight unseen through just a verbal description.

By far, most of the appointments made through response to advertising are for "valuations". And on these appraisals of the value of prospects' old ice boxes, refrigerators, washers, radios, etc., the Lewton's salesmen have a free hand, and their commissions are paid on the gross sale. However, Ingleton explains that each trade-in is checked by management, which reserves the right to penalize for over-trades (mostly through balancing the penalty against premiums given for under-trades).

In getting into the home to make an appraisal, Lewton's salesmen have a wide open opportunity to make a sale. They can make it evident that the amount of the offer depends on the appliance, radio or TV which the couple purchases, and in that way get an opportunity to put their specialty selling talents to work on selling the

new item and on selling up through size of the trade-in offer.

In handling these appraisals and using the trade-in offer as a tool in selling and selling up, Lewton's salesman is at a disadvantage in one way—compared to a salesman in the United States or Canada who is handling such a deal on the floor where he can show merchandise—but he has some advantages. Because Lewton's and most competitors will not have advertised flat trades, nor will have indicated in currency the size of the trade-in offer against any new item, the salesman does not have to make his appraisal and offer in competition with the evening newspapers. Unless the prospects have had salesmen from other dealerships in Melbourne or vicinity call on them, they have no basis for comparing the offer from the Lewton's salesman. Therefore, these salesmen can appraise below market toward purchase of leader merchandise while they feel out the prospects and be ready to increase greatly the offer as they show customers the deluxe models.

Ingleton estimates that his salesmen close 50 to 60 percent of the prospects they call on. More than half are closed the night of the first call. If the prospects insist on seeing the merchandise, the salesman will arrange for them to visit the store when he'll be there, or will pick them up if transportation is a problem. While it is possible for a salesman to take a couple right down to the store that evening, if he felt he could close the deal, it might be considered a breach of the city law to take them into the store with the salesman's key after the legal closing time of 5:30 pm. It would however, be an ideal way to button up a couple who insist they can't buy without

seeing the item and can not, because of working hours, arrange time for a visit to the store when it is open.

The last effort to close difficult prospects is to agree to a free home trial. All dealers in that market area advertise free home trial as a standard practice. Most dealers, as with Lewton's, make every possible effort to avoid granting the free home trial indiscriminately. It is given as a last measure to very well qualified prospects. Others are talked out of it by Lewton's salesmen by stating that if the appliance, radio or TV is not satisfactory the store will take it back. Obviously, on the few that ever do come back to any dealer on such an arrangement, Lewton's has a better than average chance of giving an exchange rather than a refund.

Concentration on in-home selling from contacts made through 'phone response to newspaper advertising has been necessary for Lewton's under the circumstances of local marketing regulations, but John Ingleton believes that the principle behind his operation is adaptable to dealers in other markets and other countries—because it is not just a way around local problems for Lewton's, it is the answer to the inherent and continuing problem of getting action from prospects before they drift to other interests. In explaining that, he does it with this general observation:

"With any store copy—as different from institutional—the dealer wants some results right away. Well, he can get those results only from the few people—maybe two dozen or so of the thousands of readers—who are ready at that moment to do something about the offer they see in the advertisement. The crucial point for the dealer, of course, is when those prospects are for or against doing something about the dealer's offer right at that moment. In a suburban area the prospects can take their motorcars and go down to the store—evening openings are permitted. But when the dealer is downtown and the prospects out in residential areas, as in our case, or when evening openings aren't permitted, our case again, what can the prospect do? We give them the simplest method possible of doing something about the subject that has them excited. People ready to buy, wanting more information—waiting to be sold, really—have only to make a telephone call to 'get something done about it'. Around that simple principle we have built a detailed method of operation to get maximum results—but the principle remains simple and available. It could be adapted, even if only in a small way, to many dealers' operations, I believe."

And from here, "down under," dealer John Ingleton can say "I believe" in a voice backed up by a \$650,000 a year success. *End*



FRANK RIDGEWAY

"MIND IF I PLAY THROUGH?"

Exclusive WHITE Speed Control makes experts out of beginners

That's why a woman's Automatic Rotary is easiest to use . . .

1934 NEW CATALOG

For over 80 years the Finest

AMERICAN-MADE SEWING MACHINES **WHITE**

AS ADVERTISED IN

LIFE woman's day The Farm **G. H.** AMERICAN HOME

Parents' COMPANION JOURNAL McCall's House Beautiful

Better Homes Farm Journal seventeen LIVING

No one but **WHITE** offers all 3 to dealers:

1. **Exclusive product features**
2. **Protected exclusive franchise**
3. **Longest profit margin of any**

Over 30 million women are reading about WHITE's exclusive (and patented) Speed Control. This feature provides *full power* at even *slow* starting speeds . . . without stalling, running away, or pulling the handwheel to start.

Another exclusive feature: smooth, quiet AUTO-ROTARY sewing that makes vibrating or oscillating machines old-fashioned.

These are only two of 29 exclusive features found on every WHITE . . . whether straight stitch or zig-zag automatic. No wonder dealers find WHITE easiest to sell!

A *protected*, exclusive franchise assures your security as a WHITE dealer. And, when you handle WHITE, you enjoy the longest *profit margin* of any.

When can you talk with us? Maybe you can qualify as a WHITE dealer. We'll show you machines, franchise, and profit margins that can't be matched. ASK US TO PROVE IT!

Mail This Coupon

To apply for a franchise:

WHITE SEWING MACHINE CORP.
Section 603-I
Cleveland 11, Ohio

Name _____
Store _____
Address _____
City _____ State _____



WHITE

Sewing Machine Corporation
Cleveland 11, Ohio



Fall In!

Look at Your Target

It took refrigerators almost 15 years to hit a million sales a year. Ten years later sales were 5 million a year. TV sets took 8 years to hit the million a year mark. Two years later the figure was over 5 million. Room Air Conditioners hit the "magic million" last year. Now comes the historic mushroom growth...the market is yours for the taking.

Look at Your Allies

Two of the most respected, most powerful names in the industry stand behind you. Since 1885, the York Corporation has been in the front lines of refrigeration and air conditioning...leading the way in research and development. Now add to that the power and prestige of Borg-Warner, a vital factor in scores of growth industries over the years. This team will give you the sales muscle for the big push.

Your FUTURE and FORTUNE

YORK CORPORATION, York, Pa.,

FOR YORK'S Second Front

It's a Fresh, New Assault on the Latest Growth Industry —THE AIR CONDITIONING HOME FRONT!

Room Air Conditioner sales have passed the "magic million" mark...and appliance history proves that once a product hits a million sales a year it really takes off. It happened with refrigerators. It happened with television. It happened with automatic washers. And now it's happened with Room Air Conditioners. The consumer has accepted air conditioning. It's now a mass market item. The really big years lie ahead.

York has already established a powerful beach-head in this great growth industry. Now—with the important "magic million"

mark behind—York is ready to double and re-double efforts for a major break-through in this sales arena.

Watch for bigger things than ever from YORK...exciting new products, greatly stepped-up advertising and promotion, wonderful new selling plans. It's going to be a full scale assault to build traffic and sales for you. And it's going to be accomplished with products and promotions that leave you with a real profit margin. Get ready...be part of the dynamic new York Second Front assault. Join up now!

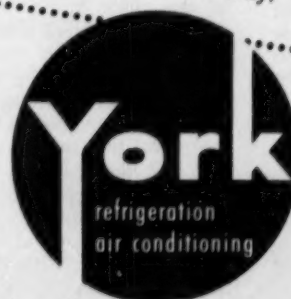
Look at Your Fire Power

This year York really pulls the cork on advertising and promotion, kicking-off with multi-space ads in Post, and followed by insertion after insertion in Better Homes, House Beautiful, This Week supplement and others. There's a big newspaper program to pin down your local market, and new, hard-hitting ad mats so you can tie in. Also colorful selling centers, displays, demonstrators, literature, TV and radio material. It's the most complete advertising, promotion program in York history!

Better Check That York Franchise... It's the big one in '57. It can be the spearhead for the best profit years you ever had. Find out about the "Fabulous Furlough," a plus pay-off you'll really like. Call or write York Corp., York, Pa.

Look at Your Weapons

There's the exciting Snorkel Air Conditioner that doesn't jut outside a single inch, stands only 9 inches high in the window, and measures only 12 3/4" front to back. Overcomes and answers apartment and office building code restrictions. There are regular window units with the new "Clean Air Sentry," a spectacular new feature you can really demonstrate...and sell. And scores more product and feature "firsts" are on the way.



**The Quality
Name in Air
Conditioning**



Now Lies With York!

Subsidiary of Borg-Warner

Super Duper Promoter

(continued)

cessful. Every car was gone within a week and the Rubin store racked up the biggest day's television sales in Arizona history. Behind this novel switch was a sound bit of engineering which Rubin worked out with the used car dealer. Under the plan, the customer came in, selected a TV set and then was allowed to take his pick of the used cars on the parking lot. When the decision to buy was made the salesman waiting upon him took him to the cooperating used car dealer's lot to take title and carry out other paper work. Here the dealer informed the television set buyer that he could trade in the old car for \$100 on front-line used cars on the lot or for \$200 credit on a new car. Through the agreement reached, Rubin received a thoroughly worthwhile promotional allowance on the used cars which he gave away, ample enough so that his cost per car was less than the usual discount offered on special sales.

66 Dryers in a Drought

Invariably, the hallmark of Kal Rubin's promotions is the tangible reward. For instance, last year Rubin decided that it was possible to sell automatic electric dryers in Tucson despite the 360 days per year of dry, sunny conditions, which had discouraged other dealers. Again, the battery of television programs and another series of newspaper ads invited housewives to get a new Westinghouse dryer, normally priced at \$148, for \$39.95 and their old washing machine, in return for buying a new automatic washer at full list price. The entire promotion was built around the magic of an automatic dryer for \$39.95 which Rubin reasoned correctly would appeal to women who had no apparent need for the appliance. Here again, the store showed a legitimate profit on each new washer sold and Rubin sold 66 dryers in one month where two or three was considered an exceptional figure before.

His operations have by no means been limited to appliances, or cars, as tangible rewards. Probably the most unusual stunt of all through 1954 and 1955 was the presentation of \$100 in cash to buyers of new upright freezers—again at full list price. When Westinghouse announced an allowance of \$100 for trade-in credit on upright freezers, Kal Rubin Appliances found the standard offer not effective. The freezers suddenly refused to move until Rubin cooked up one of the most exciting offers ever to come the way of a housewife who is budgeting her payments carefully. Rubin suddenly came out on two television shows and on seven spot announcements

with the news that the customer who bought an upright freezer would receive \$100 in cash to stock the box with foods. Going to a local finance organization Rubin had the plan sanctioned and thus was able to offer his customers \$100 in cash instead of a food plan, a trade-in allowance, credit at a super market or any of the usual gimmicks. Consequently, women with good, sound credit found themselves in the unusual position of being able to make a small down payment on an upright freezer and having \$100 in crisp new bills counted out to them for stocking the box. "We were careful to let the public know in both TV and newspaper advertising that we were not offering the freezer as a bargain," Rubin said. "Instead, we gave them in cash the same discount which they normally received anyhow. This one was a bit more difficult to sell to the public, which to a man was a bit distrustful. However, when we made it plain that the \$100 in cash was the same thing as stocking the box with frozen foods, we put an end to skepticism." The result? Kal Rubin Appliances sold a full carload of upright freezers in one six-day week.

The Party's on Rubin

In between his stunt promotions, Rubin has endeared himself to the Tucson population with a variety of public parties for which he foots the entire bill. In January of 1955, he rented an auditorium, used a full page to invite the public for an evening of dancing, supplied two orchestras and soft drinks for more than 2,000 visitors. Last winter, as another thank-you gesture to the public, he leased a drive-in theater for an evening, and on his five TV shows invited the public to see two of the best movies of the year, together with a bit of Kal Rubin Appliance's advertising, as the store's guests. This filled the theater to capacity and Rubin, again emceeing his own show, took part of the time to inform his guests of a warehouse sale coming up. For this event, from December 3 to December 6, he staged the first warehouse sale in the city's history and did a staggering \$143,000 volume in one week. To set the stage, all of Rubin's 30 employees worked 24 hours, literally stripping the three stores and transferring the inventory into the rented warehouse. Five full page ads, 96 TV spots, and 105 radio spots for the week in advance along with the movie presentation, produced a crowd of buyers so large that it required the Tucson sheriff to hold the crowd down. The principal hook

was a half dozen lines of small appliances sold at cost, plus 296 used refrigerators, ranges, washing machines, etc., all of which were priced at a flat \$12.95. By noon of the second day every piece of used equipment was sold as were all of the "leader" small appliances. The throngs of customers were plied with free coffee, music, and entertainment to the point that the warehouse sale resembled another huge party rather than a merchandising operation.

Rubin believes in "resting" only three to four weeks at a time between his sensational gimmicks. Each stunt that follows the last is as different as his alert mind can make it. One of his latest pyrotechnic successes was the offer of a free gas range with the purchase of a new refrigerator at full list price with the old box thrown in as a trade. The opportunity to get a new refrigerator and a range for the price of the refrigerator alone is as good an example of the tangible rewards as any in Rubin's glittering string.

Pillows for 98¢

Lately, Rubin has embarked on still another clever gimmick which amounts to simply "paying prospects to come in and look at our appliances." He believes that new prospects are, of course, the most valuable asset to the store, and therefore he should pay for them. Consequently, in recent months he offered the Tucson public one thousand rubber foam pillows at 98¢ each, although they had cost him many times that amount. In order to qualify for the pillow purchase, the prospect had only to come in, allow the Rubin salesman to show him the interior of a refrigerator and then pick up his pillow. One thousand of them were sold in a few days' time and along with them 23 refrigerators, again at full list. This was followed by a similar stunt when Rubin bought 500 TV antennas, normally selling at \$7.95, and offered them for 99¢ in return for the prospect giving a few minutes' time to a demonstration of a new range. Here again the 500 antennas were a complete sellout. Incidentally, Rubin doesn't believe in advertising something he doesn't have. In emceeing his television presentations, Rubin reports each evening how many antennas, foam rubber pillows or other gadgets are left in stock at the three stores and thus prevents disappointment if the customer rushes in at the last minute and finds that the store has sold out.

Happy Birthday, Everybody

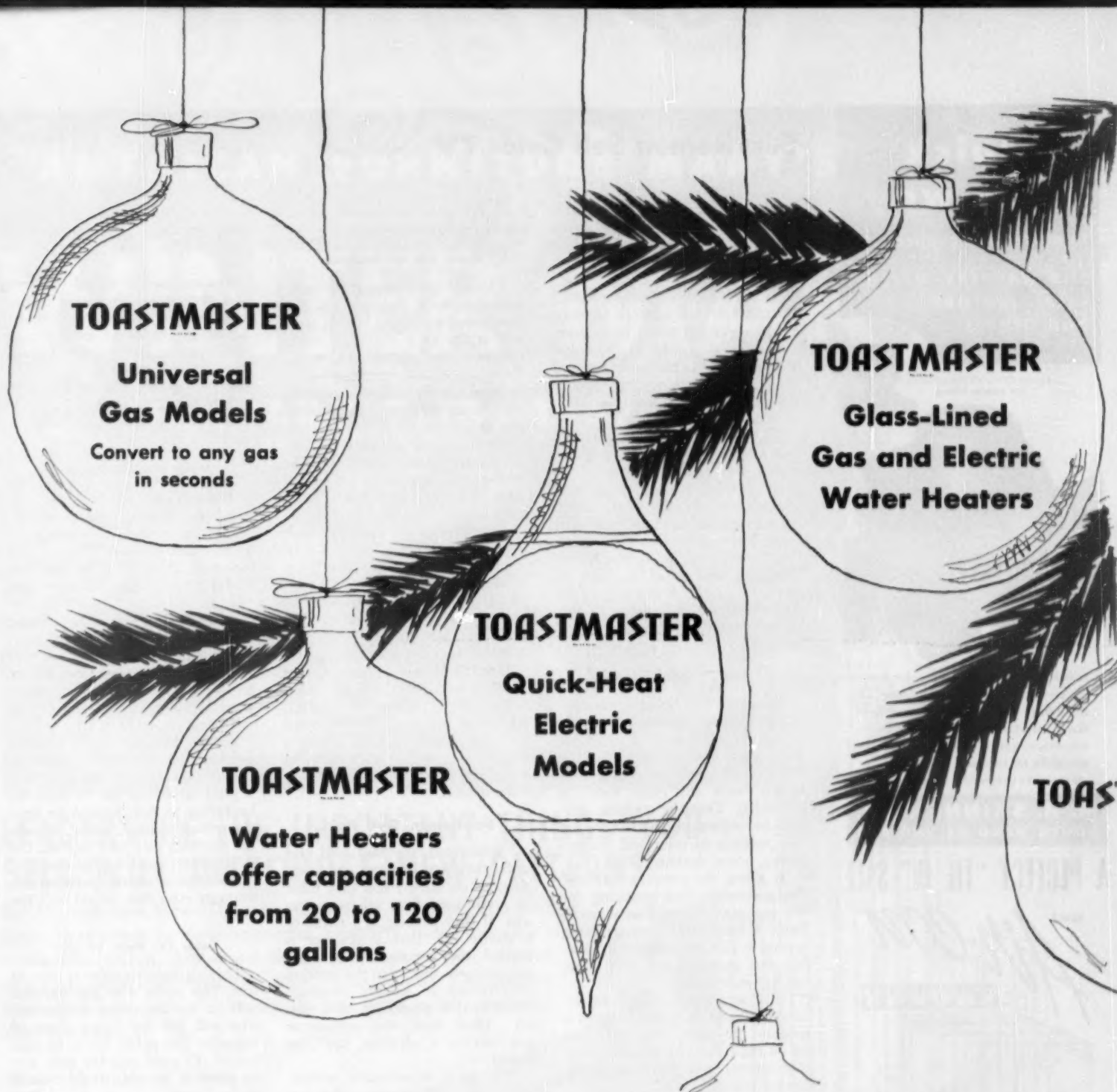
Each day, a stenographer in the northside headquarters store goes to Rubin's birthday card file in which she has registered the names, addresses, and birthdates of every visitor to any of the three stores. To each, two days in advance of

the actual birthday, goes a handsome birthday greeting which has no commercial advertising whatsoever. Rubin's signature is the only thing which identifies the cards with the appliance dealership and the good will created is extremely valuable. Now, after three years the number of cards has risen to more than 1,100 per month but Rubin intends to continue the program until he has practically every citizen of Tucson registered in the birthday file.

Backing up the stunt promotions is Rubin's heavy television advertising program. Since he deals entirely with non-recourse paper he hinges his promotional budget directly on the sales statement every month. The minimum amount which he will spend through 1956 is \$20,000 for television advertising and he has a \$6,000 "contingent fund" for special newspaper, radio, and other promotional use. This whopping TV budget covers so wide a spread that it is a certainty that every Tucsonian is thoroughly familiar with the Rubin name. On the list are five shows which include "Studio One" on Monday nights; movies on Tuesday night; Rubin's own "Helping Hand" show on Wednesday; another movie presentation on Thursday night; and on Saturday nights, "Beat The Clock." It is noteworthy that Rubin doesn't believe in irritating his TV viewers by constantly breaking in on a movie or even a live show with commercials. Consequently, he gets off his spiel at the beginning of the show, followed with another at the end, with absolutely no interruptions. Since invariably he has some sort of startling offer to make, his commercials earn a high degree of attention.

The most interesting of the television advertising programs is the "Helping Hand" show on Wednesday evenings, which presents a panel of three prominent Tucson residents such as the county attorney, the dean of women from a local college, etc., who judge letters asking for financial help, which are sent into the Rubin stores by needy persons. Prior to the program, which is a half-hour live show, half a dozen of the applicants are selected for an interview on the screen and their needs are met, up to the amount of \$200 for that week. Incidentally, there is no commercial advertising whatsoever on the show.

Meanwhile this combination of a three ring circus and hard-headed merchandising operations has produced a million dollar a year volume, added another 12,500 square foot store in the downtown district and produced an organization so tightly knit that Kal Rubin still has all of the employees on the payroll who started out with him. End



Best Holiday Season Wishes from your Toastmaster Water Heater Representative...

Donald J. Burdick
14 Laurel Drive, N. E.
Atlanta, Georgia

George E. Schroeder
236 Sibley Ave.
Park Ridge, Illinois

Richard V. Palmquist
7208 Reite Ave.
Des Moines, Iowa

Mel Pearson & Co.
1011 So. Josephine
Denver 9, Colorado

Charles E. Whiteside
919 W. Main Street
Platteville, Wisconsin

O. B. Wilt Co.
1355 Market St.
San Francisco 3, Calif.

Manufacturers Distributing Co.
192 Lexington Ave.
New York 16, New York

Fred R. Usher
604 Jackson
Stoughton, Wisc.

Donald H. MacQuarrie
331 Kathmere Road
Havertown, Penn.

Raymond J. Ruppelt
4708 Townsend Road
West Richfield, Ohio

Suchman & Coulter
4010 N. W. 36th Ave.
Miami 42, Florida

... and from

TOASTMASTER Automatic Water Heaters
McGraw Electric Co. • Clark Division • 3201 W. 65th St., CHICAGO 28, ILL.

"Toastmaster" is a registered trademark of McGraw Electric Co., makers of "Toastmaster" Water Heaters, "Toastmaster" Toasters and other "Toastmaster" and "Tropic-Aire" Products

Quick easy way

to make pipe connections
FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

A PERFECT "TIE IN" SALE



COMPLETE PROTECTION FROM SNOW, RAIN AND DIRT

Dealers are adding profits with a perfect tie in sale . . . The Burch Air-Con Air Conditioner Cover. A NEW LOW COST, HEAVY DUTY, WATER REPELLENT CUSTOM MADE CANVAS COVER DESIGNED FOR SIMPLE INSTALLATION ON ALL TYPES OF AIR CONDITIONERS. THE SOFT, HARMONIZING GREY COLOR BLENDS WITH MOST HOMES. NOW IS THE TIME . . . MAKE ADDED PROFITS WITH AIR CON.

PLEASE SEND MODEL LISTS, PRICE LIST
AND ORDER BLANKS FOR AIR CON.

NAME

ADDRESS

CITY STATE

**BURCH MANUFACTURING
COMPANY**

CANVAS MANUFACTURERS SINCE 1882
FORT DODGE, IOWA

Servicemen Sell Color TV (continued)

It takes two servicemen nearly three hours to properly install the set in a home after nearly an hour of readying the set for delivery to a home.

"There's no sense in a haphazard demonstration. If we hope to make a sale, we've got to set up as good a showing as possible at the home and this takes time in set and aerial adjustment. And it requires time to explain dial manipulation", he pointed out.

The firm, in the television sales and service business since 1948, uses its own records to locate prospects. Drisdale secured cooperation of Houston stations which carry color programs—both network and local. They advise him well in advance when topnotch programs are scheduled and from his list of black-and-white customers, Drisdale checks off those he feels may be interested in and can afford color sets.

Takes Personal Interest

By taking a personal interest in many of these previous customers, he knows what sort of programs they enjoy best. Thus, when the TV stations advise him that a spectacular, such as "Peter Pan," is scheduled, Drisdale contacts persons he believes might like to see this program in color and he suggests a home demonstration.

By giving the prospect notice of the spectacular and arranging for the demonstration well in advance, Drisdale finds that guests are often invited to join the prospect in viewing the program and still more interest is achieved.

"The important thing," he remarked, "is to show the prospect a program he likes. This gets you off on the right foot, creates a definite interest and goes a long way toward making a sale".

Prefers Home Demos

Drisdale prefers home demonstrations to store showings. He has found color conversion better in the home. More important, he believes that watching a color set from a normal viewing distance is essential. In his small showroom, this is not possible.

On special occasions, he sets up a demonstration in his warehouse-garage for such events as the World Series or the Tournament of Roses parade. He invites by mail about 25 persons and follows up this initial contact by personal phone calls.

The day before the showing, Drisdale's servicemen spend several hours straightening up the warehouse-garage and setting up a stand for the color set. Curtains are draped around the viewing area to eliminate such distractions as crated sets. Folding chairs are rented for

the day and servicemen are on hand to answer questions.

Gains List Of Prospects

Though he arranges for many demonstrations through his files, servicemen play a big role in securing others as a result of service calls or visits to prospects they may know during their free hours.

Once demonstrations are set up, servicemen take over sales efforts and it is through them that many sales result. In addition to Drisdale, who handles in-store and his own outside prospects, six servicemen comprise the store's entire sales force.

All servicemen are topnotch. They have received considerable training in color television. They need to be well-trained, Drisdale points out, because unless they can properly adjust sets and explain their operation, they will have difficulty in securing sales.

Drisdale stresses, however, that servicemen have standing orders not to high pressure anyone on sales. This is particularly true when it comes to replacing old sets as a result of service calls—whether these be with black-and-white or color models.

Servicemen Well Paid

"Servicemen are paid well and since they get bonuses and commissions on sales, I feel they must be servicemen first, salesmen second. If they believe, as a result of a service call, that a new set is needed, they merely present a repair estimate and try in the ensuing conversation to let the customer bring up the possibility of a new set. Once done, the serviceman can become a salesman, too", he points out.

The more experienced servicemen get \$500 monthly, the less experienced \$300.

To encourage servicemen to sell color, Drisdale has a vacation jackpot program (EM, March '56, p. 142). This is in addition to the regular five percent commission on all sales. The program has been in effect since November 1, 1955. When summer vacation time rolls around, the jackpot is split equally among servicemen. After this, a Christmas jackpot begins. Drisdale adds to the pot in this way: \$15 for each \$695 set sold, \$20 for a \$795 set, \$25 for the \$895 model and \$30 for the \$995 color set. Also, though Drisdale himself may make a sale or assist in one, he adds the appropriate amount to the jackpot.

The men have another incentive under a plan whereby Drisdale, through his distributor's cooperation, will place a color set in their homes at the distributor's cost. A \$995 set, for instance, can be pur-

chased for under \$600 and servicemen get easy terms from SOS' owner. They must not re-sell the sets.

Because he has found television and newspaper advertising ineffective, Drisdale confines his color TV advertising to direct mail. He believes people just are not ready to buy without seeing good color reception—in their homes. Inserts on the two models he handles—RCA and Motorola—are included in monthly statements.

Mails Monthly Programs

Because color set customers frequently want to invite friends to see programs, Drisdale mails monthly schedules to all purchasers—even to those who got their sets elsewhere but asked for the schedule.

"By affording this extra courtesy, customers appreciate us still more and when friends ask where they can buy a set, we are recommended. We've already closed several sales as a result of this," he remarked.

Service on color sets is handled quickly and efficiently. People expect it, Drisdale says, and it often is a good advertisement to someone hesitating to buy because he fears the service problem. Often, though the warranty may have expired, the store creates good will by repairing the set free of charge provided the warranty expiration period isn't too long.

Color TV: Here To Stay

Drisdale believes color is here to stay. The dealer who gets out and sells in the beginning is the one who will get the bigger share of business. The public has to be convinced it's good and the only way to prove it, he adds, is to show it in the home. End



"... AND BE SURE TO
CALL WHEN YOU GET
YOUR TV SET!"

AMERICAN FURNITURE MART'S WINTER MARKET

JANUARY 7-18, 1957

CENTER OF THE WORLD'S
GREATEST CONCENTRATION
OF HOME GOODS BUYERS

*Write for Admittance
Passes TODAY*

LEADERS IN THE IMPORTANT THINGS YOU SELL WILL INTRODUCE NEW PATTERNS:

But Markets are More Than Merchandise: In these competitive times, exposure to new concepts, contacts with industry and trade leadership, first-hand data—so you can plan ahead are vital American Furniture Mart "plus values." Appliance Manufacturers with direct distribution have a big stake in this market.

*Make Hotel and Travel
Reservations
NOW!*

The **AMERICAN
FURNITURE
MART**

666 Lake Shore Drive, Chicago 11 Illinois



Inexpensive reconditioning and low cost display give Kessel Appliances . . .

More Profit from Trade-Ins

MAKING a profit in the highly competitive Dallas, Texas, market posed a problem for Kessel Appliances, but owner Milton Kessel believes he has the answer.

"Merchandising trade-ins proved to be one solution. Nearly everybody has an old washer, refrigerator or other appliance to trade in and we felt that if we could re-sell these old appliances through a separate outlet, we could offer a larger allowance and regain a reasonable margin of profit out of new appliance sales," he points out.

For example, if another dealer offers \$50 on an old washer and quotes a \$250 price on a new one, that means the customer pays \$200. If this dealer junks the trade-in, he gets only about \$10 for it. He loses \$40 on the trade—which comes out of his profit.

Increased Allowance

On the other hand, Kessel may offer \$75 for a trade-in, thus saving the customer an additional \$25 on the same washer. But Kessel will turn around and fix up the old washer, place it on sale at his used appliance center—a store that is perhaps two miles away in a neighborhood where low income families live and would buy such appliances—

and he'll get about \$75 for the traded-in item. As a result, Kessel ends up with a higher profit.

"I don't figure that my profits are trimmed by bearing the expenses of this used appliance store, either. It pays for itself. About half of the space is used to warehouse new appliances that I can't put on the floor. Warehousing would cost me around \$150 a month. It also means I can buy in larger quantities and receive a lower unit price from my distributors," Kessel adds.

Meets His Expenses

He frequently offers a low trade-in allowance and re-sells the used appliance for more than the allowance. Of course, he often takes a loss, but by and large Kessel has been able to meet the expenses of the used appliance store. It has been in operation since February, 1956. And, he figures, he has regained about 90 percent of the trade-in allowance given customers. If you figure in the \$150 warehousing estimate, he has regained the full value of the trade-in.

Because keeping expenses down is vital in the profit picture, Kessel decided that rather than setting up his own service department and bearing the expenses involved, he would

use the services of locally available technicians.

Deals With Electrician

He had a small area at the rear of his store which could serve as a work area. He found an electrician who needed space and was willing to handle the store's work for a lower price in exchange for use of the work space and its facilities. With such an arrangement, Kessel is able to save about 25 percent of the cost of any electrical work. Plumbing is contracted for at a competitive fee. It's easier this way, Kessel reasons, since he doesn't have enough work to keep a man on his payroll.

Because he is able to secure a normal profit through re-sale of trade-ins and his service setup, Kessel also can compete price-wise for business on new appliances without a trade. However, he makes it a practice never to drop more than 20 percent below list price.

"It's simply that we are making our normal profit by taking advantage of the good market for used appliances," says Kessel. "I'm convinced that because we must compete price-wise on new appliances, the only place to regain some lost profit is through making the sale of trade-ins profitable." *End*



DAVID ORECK
*Vice-President
 in Charge of
 Sales & Advertising
 of Bruno-New York, Inc.,
 New York distributor
 for RCA Victor
 Television*

"Color TV is off and flying in New York. "Spectacular results achieved thru cam- paign spearheaded by *SUNDAY NEWS!*

"The job of pioneering is never easy," says David Oreck, Vice-President in Charge of Sales and Advertising for Bruno-New York, "but for RCA Victor and Bruno-New York it is no new experience.

"In July of this year, the 1957 line of RCA Victor 21" Color Television receivers was introduced in New York.

"The advertising program undertaken by Bruno-New York to launch this new line was spearheaded by a heavy campaign of color pages in the Coloroto Magazine section plus full pages in the Main Section of the New York SUNDAY NEWS.

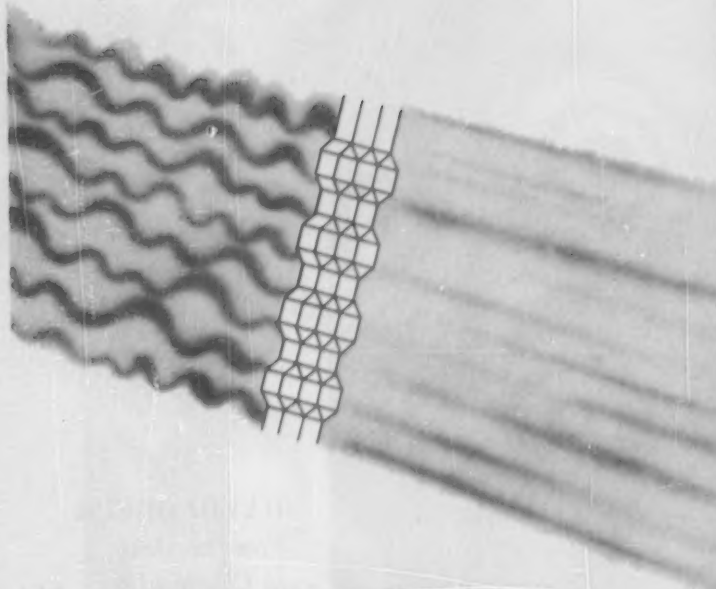
"More than 5,640,000 city and suburban readers* of the SUNDAY NEWS felt the impact of this powerful advertising campaign.

"The results were spectacular. The response, both from our dealers and from consumers, to Bruno-New York's Color Television advertising in THE NEWS has been tremendous. The opening advertisements, combined with a steady program of weekday and Sunday pages in THE NEWS, have brought RCA Victor color television sales to 500 sets per week in New York alone—proof positive of THE NEWS' ability to sell and the public's desire to buy 21" Color Television."

THE NEWS
 NEW YORK'S PICTURE NEWSPAPER

* Profile of the Millions

More than TWICE the circulation, daily and Sunday, of any other newspaper in America



AMAZING NEW
Hi-Vee JET SCREEN
 makes every
HOT PERSON a HOT PROSPECT
 for a **CHICO AIR COOLER**

The most convincing demonstration for quick sales you've ever used. No other portable air cooler at any price—neither fan nor blower—can approach the sensational way the 1957 Chico with HI-VEE JET SCREEN thrusts out a gushing torrent of cooled air. Every hot person in any section of the country—any climate—will be sold the moment he holds his hands in front of the Chico.

1956 proved the tremendous market for portable evaporative air coolers that are priced right and engineered right. A fan isn't adequate for real cooling... air conditioning installations aren't versatile or portable, and often cost too much. The portable air cooler is just being discovered as an important profit item in the comfort appliance field.

Chico Coolers are priced right, beautifully styled, and perform better than any other true portable cooler at any price. *Chico Coolers, and only Chico,* are all-aluminum... truly portable and absolutely rust-proof. Sell Chico—you'll boost summer profits, and you'll build customer good-will because Chico customers are satisfied customers... ask the retailers who sold them last summer.

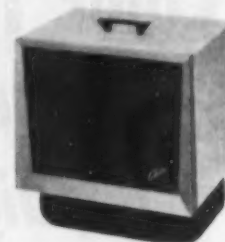


PORTABLE AIR COOLERS

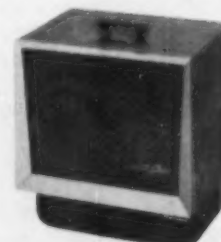
525 Market Street, San Francisco 5, California

CHICO GENERAL PRODUCTS CORPORATION • Air Cooler Division

BELVEDERE
\$59⁹⁵
 list



CORONADO
\$49⁹⁵
 list



CATALINA
\$39⁹⁵
 list



NEW PRODUCTS



ANNA A. NOONE
New Products Editor



WASTE KING Dishwasher

Waste King Corp.,
3301 Fruitland,
Los Angeles, Calif.

Device: Waste King automatic dishwasher in deluxe and custom models in undercounter and free-standing units.

Selling Features: Both types are 24 in. wide, 25½ in. deep. Under-counter unit is 34½ in. high; free-standing model, 36 in. high.

Deluxe model consumes 9 gal. water, has a 37½ min. cycle, 1350 watt, thermostatically controlled element. Custom consumes 8 gal., has 45 min. cycle; 750 watt heater element is on throughout wash cycle.

Both models have a ½ h.p. Delco split-phase motor for wash and pump-out action; new design centrifugal pump provides effective pressure in shallowest water; stainless steel distributor arm with 70 spray holes, driven by jet action of water; Hycar rubber insulation and Fiberglas insulation on front and door panels provide noiseless operation; porcelain interior and exterior; Deluxe door is also of porcelain, Custom is baked enamel. Door and lower front panel available in colors, stainless or copper; wood paneling can also be used. Waist-high control panel has one control knob that rotates clockwise 360 degs and pushes in to start; Deluxe model has 5 lights to indicate various cycle stages; Custom has one light indicator.

An automatic detergent ejector cup on inside door; oven-type pull down door makes 2 drawer-type racks accessible; vinyl covered, roll-out racks are other features. Wash-dry cycle includes a power pre-rinse in Deluxe and a flush pre-rinse in Custom, wash, suds flush out, first 2-min. fresh water rinse final rinse is raised to 160 degs. F. by heating element before operation takes

place; humidity free drying, pump drain and automatic shut-off.

Prices: Deluxe \$349.95 undercounter; \$374.95 free-standing; Custom, \$319.95 undercounter and \$344.95 free-standing.



THERMADOR Refrigerator-Freezer

Thermador Electrical Mfg. Co., Div. of
Morris-Thermador Corp.,
5119 District Blvd.,
Los Angeles, 22, Calif.

Device: Thermador "Masterpiece" self-contained Built-In refrigerator-freezer.

Selling Features: Designed for organized storage, easy accessibility simplified cleaning and "slide-in" installation; large 14.2 cu. ft. model occupies no more space than conventional refrigerator; 10.2 cu. ft. refrigerator located at eye-level, is self-defrosting with full-width roll-out shelves; roll-out Dairy shelf and crisper; meat keeper; door storage; thermostatically controlled butter keeper and handy egg keeper.

Separate 4 cu. ft. freezer compartment holds 140 lbs. frozen foods; has large freezer basket that rolls out full depth without tipping; pull-out shelf; rack on door provides juice and packaged food storage; equipped with 3 mechanical ice trays and a tray with 12 individual plastic cube-cups; safety neon indicator light warns of power failure. Both refrigerator and freezer compartments have automatic, non-glare interior lights Stainless steel front; acid-resistant porcelain enamel interior; available with right or left hand doors; self-contained, balanced-cold, hermetically sealed refrigerating system specifically designed for built-in application; louvered grille and ducts for air cooling are integral part of unit; installation requires no special openings; Tecumseh compressor; Freon 12 refrigerant.
Price: \$789.95



G-E 1957 Refrigerators

General Electric Co.,
Appliance Park,
Louisville, 1, Ky.

Models: 3 new refrigerator-freezer combinations feature new-low "straightline" design that gives a built-in look without built-in expense: BH-15P, BH-13P and BH-12P.

Selling Features: Flat planes, straight lines, sharper corners, no bulge or protrusions on top side or back makes it possible to set these models flush against wall; forced draft ventilation through front grille eliminates need for air space between wall and refrigerator back and sides; hinges are recessed in door to permit full opening without clearance between refrigerator and adjacent cabinet, appliance or wall; BH-15P has 15 cu. ft. capacity; BH-13P, 13 cu. ft. Both these models have the freezer on the bottom; BH-12P, a 12-cu. ft. 2-door combination has freezer on top. Both larger models have drawer-type freezing compartments that roll out at finger touch; 15 cu. ft. model has 5 cu. ft. or 175 lbs. frozen food capacity, 13 cu. ft. model has 3 cu. ft. or 109 lbs.

Refrigerator compartments of all models have G-E magnetic door opened by touch of toe on a foot-pedal; wide soft gaskets with greater sealing surface; revolving shelves and vegetable bins that turn at touch of finger; space between shelves can be increased or lessened by pressing button at front of shelf and turning; petal pink interior liner with anodized aluminum shelves.

Two other models—an 8 cu. ft. and a 12-cu. ft. model complete line; both have conventional condenser coils at rear of unit.

All models available in white or "Mix or Match" colors.



SUNBEAM Hair Dryer

Sunbeam Corp.,
5400 Roosevelt Rd.,
Chicago, 50, Ill.

Device: Sunbeam controlled-heat hair dryer.

Selling Features: A comfortable cap fits on users head; any degree of controlled-heat can be dialed with easy-to-set dial; flexible plastic tube connects motor unit which is placed on table. Lady Sunbeam cap contains no wires, has scientifically designed inner pocket with small openings that direct warm air through hair to scalp; warm air is concentrated on back of head where hair is heavier and more difficult to dry; dry air removes moisture from hair and is directed to a vent in front of cap; available in pink, turquoise or yellow.

Price: \$24.95



UNIVERSAL Coffemate

Landers, Frary & Clark,
New Britain, Conn.

Device: Universal "Holiday Special Coffemate, No. 4438

Selling Features: 8-cup capacity; contains all outstanding features of Coffemate including flavor selector, redi-lite, cold water pump, heat sentinel, non-drip spout, balanced handle; copper-chrome finish.
Price: \$19.95



FRIGIDAIRE Refrigerators

Frigidaire Div.,
General Motors Corp.,
Dayton, 1. Ohio

Models: 12 new refrigerator models in Frigidaire's 1957 line features a built-in look in free standing appliances.

Selling Features: Door is inset in cabinet like a picture in a chrome frame-door seal, wires, hinges and latch are no longer visible nor does door extend out into room—it swings open 180 degs. before touching base cabinet fitted alongside; stationary, vertical door handle.

Cabinets are built on 4-in. module in 24, 28 and 32 in. widths; depth has been co-ordinated with standard base cabinet dimensions.

Top of line CP-141-57 and CP-123-57 are 2 Cold Pantry



models with "flowing cold" refrigerating systems; CP-141-57 has a 140 lb. capacity freezer at bottom with a separate door; CP-123-57 is a single-door model. New built-in, lever-operated ice ejector in freezers provides 1-lb. dry cubes into storage and serving bin at the pull of a lever; picture-window hydrator in door; a drawer-type storage unit for fruits and vegetables in food compartment; roll-out shelves; special storage facilities for butter, eggs, cheese, fresh meats, tall bottles and left-overs; 3 separate interior lamps.

FI-121-57 Imperial features a lever-operated, built-in ice ejector in full-width freezer door at top of this 12.1 cu. ft. model.

FI-120-57, another 12 cu. ft. Imperial has many top-line features including roll-out shelf for tall bottles; porcelain hydrators that can be stacked.

Plan-A-Door is a new food storage feature in 2 Imperial models

NEW PRODUCTS

and 3 Deluxe models. The 3 Deluxe models have 12, 10.2 and 10.1 cu. ft. capacity (FD-120-57, FD-102-57 and FD-101-57) FD-102-57 features a bottom freezer. FS-101-57 has Cycle-matic refrigeration and automatic defrost. 4 other Super models S-124-57, S-104-57, S-80-57 and SA-80-57 have 12.4, 10.4 and 8 cu. ft. capacity.

Colors in "sheer look" 1957 line includes charcoal, pink, yellow, green and white.



GIBSON 1957 Refrigerators

Gibson Refrigerator Co.,
Div. Hupp Corp.,
Greenville, Mich.

Models: Gibson 1957 refrigerator line comprises 8 models.

Selling Features: Highlights of new line are a 2-door combination refrigerator-freezer 4-section Breakfast locker, a copper gold and silver colored trim panel, peach interiors, roll-out aluminum shelves; in-the-door crisper with sliding door plus the Measure-Matic defrost system.

Measure-Matic eliminates push-buttons, clocks, etc.—a measuring bar on side of freezer compartment automatically starts defrost operation when frost build up is sufficient to warrant defrosting; measuring bar is held away from evaporator door until freezer compartment door is opened, the measuring bar moves against evaporator side, measuring frost build up.

3 10 cu. ft. price leader models G-100 a manual defrost model. G-102C, manual defrost with crisper, deluxe shelving, 3-door shelves, egg rack across door top. GP-104C has interior styling, push-button defrost, crisper, 4 door shelves, 2 egg racks and a Buttry.

3 13 cu. ft. models feature copper trim panel, full door accessories with bigger shelf capacity. GA-133C comes with gold or silver colored trim panel as well as copper all-aluminum shelves; full door accessories; bigger shelf capacity; Measure-Matic defrost. GA-134C has 4-section breakfast locker in door containing sliding-door compartments for butter and cheese, juice compartment holding two 1½ qt. juice containers, 3 individual

and removable egg racks each hold ½ doz. eggs; bacon locker holds a lb. bacon; peach interior with gray and silver trim; roll-out shelf; tray at top of door has five 1-pt. left-over containers.

Market-Master model GC-135C has been improved; has no freezer compartment, holds 30 percent more fresh food than other 12 cu. ft. refrigerators; features a Swing'r shelf in front of smaller leftover shelf under which are 2 ice trays, each holding 2 lbs. ice; features off-cycle defrost; roll-out aluminum shelves; Breakfast locker in door, egg racks and 3 utility shelves.

Strat-A-Zone GA-141C has mid-way freezer and 4 different cold zones - moderate, moderate-low, near zero and high moisture; breakfast locker, automatic off-cycle defrosting; in-the-door leftover dishes; 2-tone gray trim; peach inside liner and door panels.

2-door, top of line GTD-200C has 19½ cu. ft. freezer section; both doors can be lifted off; top section is actuated by easy-opening latch which permits 40 lbs. pressure against door; moist-cold refrigeration unit defrosts automatically between each cycle; roll-out aluminum shelves; in-the-door vegetable crisper; sliding meat pan; sliding-door cheese and butter sections; 4 ice trays; door mounted light; aluminum freezer section has slide out basket at bottom; juice can racks in 4 locations; ice cream compartment holds ½ gal. containers; foot pedal door opening.

Prices: From \$199.95 for G-100 to \$749.50 for 2-door refrigerator freezer GTD-200C.



QUICFREZ Refrigerator-Freezer

Quicfrez Inc.,
Fond du Lac, Wis.

Device: Quicfrez refrigerator-freezer combination No. QRF-86.

Selling Features: Refrigerator has 8 cu. ft. capacity; freezer has 6 cu. ft. and holds 210 lbs. frozen foods; refrigerator compartment features slide-out shelves, meat-keeper, vegetable crisper, Handi-dor shelves, automatic defrosting; 13.9 sq. ft. shelf area; separate adjustable illuminated cold control.

Freezer compartment features

zero storage with coils at bottom and top of freezer, one fast-freezing shelf; Dri-wall construction and 9.5 sq. ft. shelf area; two ice cube trays fast-freeze 4 lbs. ice; 4 adjustable, vertical dispensing racks in Handi-dor provides storage of frozen packages; factory pre-set cold control maintains proper temperature at all times; green interior with gold trim; ½ h.p. sealed compressor with Freon 12 refrigerant.

Price: \$599.



PHILCO Air Conditioners

Philco Corp.,
Philadelphia, Pa.

Models: Philco 1957 room air conditioner line includes 15 models in 6 styles and features an "Ionitron" air purifying system for hay fever.

Selling Features: Ten models available in 1-h.p. capacity; three ¾-h.p. models and two 2-h.p. models.

Compact Series A1074-2 and A1074-23 feature "Ionitron" air purifying system that negatively ionizes the air to provide relief for hay fever sufferers; in 4 sections it includes 2 aluminum fine mesh filters, the "Ionitron" charger, and an activated charcoal filter for absorbing odors. Air passes through aluminum filter screen, is negatively charged as it passes through the charger; these negatively ionized impurities adhere to second aluminum filter and are attracted to first filter; the cleaned, ionized air flows through activated charcoal filter further absorbs odors. No. A1074-2 is a 12 ampere, 115 volt, 1-h.p. model and A1074-23 is a 1-h.p. 208/230 volt model. Two additional 1-h.p. models in Compact series are A1072-2 for 12 amps., 115 volts and A1072-23 for 208/230 volts; new air cooling circulation system; automatic temperature control; "water wheel" moisture disposer system and fresh air damper are included; glacier tones on decorative front are available; A1072-2 and -23 have glass fiber filters.

Super Thrift series in a ¾ and two 1-h.p. models include a 7½ amp. 115 volt ¾-h.p., a 12 amp, 115 volt 1-h.p. and a 1-h.p. 230 volt model. Automatic temperature control; 4-way adjustable grilles and fresh air filters.

Heat Pump series include two 1-h.p. models, 12 amp 115 volt model and a 230 volt model. Both have activated charcoal "odor-stop" filters, fresh air ventilation and stale air exhaust; adjustable flush mounting units.

Super-Thin series includes two
(Continued on page 86)



Caloric® adds new line of value-packed beauties!

Caloric's brand-new "1 Series" line of gas ranges offers the best-looking, best-cooking ranges at the price you'll find anywhere! Stock all four models: 36" Deluxe (shown), 30" Deluxe, 36" Standard, and 30" Standard.

The smart, symmetrical design of these new Calorics gives the feel of modern simplicity that today's homemakers prefer. And the "1 Series" line is packed with important sales features:

- 3-dimensional-design backguard, with fluorescent light, concealed oven vent, clock-timer, handy outlet.
- All burners hi-speed—4 giant, 12,000 BTU top burners to assure fast cooking for the life of the range.
- Big 4300 cu. in. oven holds 35 lb. turkey, has newest silicone door seal, non-fog window, automatic heat control.
- All porcelain enamel, inside and out. Door handles and dials snap off for easiest cleaning.

Demonstrate Thermo-Set . . . point out Caloric's other convenient cooking features . . . and watch these ranges move!

You'll really gain with Caloric—for you can offer every homemaker a range with the features she wants and needs, at a price she can afford.

THE EXCLUSIVE CALORIC ULTRAMATIC GAS RANGE unequaled in every detail

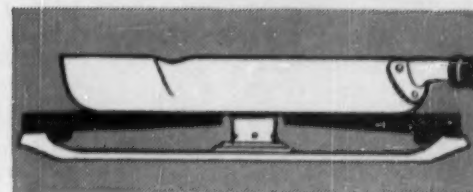
For the woman who wants the best in her kitchen—the ultimate in choice of features and in years-ahead styling—it's a Caloric Ultramatic. This exclusive line includes 40", 36", and 24" models.

THE CUSTOMER CAN CHOOSE

one or two Thermo-Set top burners, backguard lighting in any of 4 colors, any of 6 range colors, divided or cluster top burners, two ovens or one oven plus the Roto-Ray Barbequer.

Give your customers the complete choice . . . the choice that only CALORIC offers.

CALORIC APPLIANCE CORPORATION • TOPTON, PA.
RANGES • DRYERS • BUILT-INS • DISPOSERS



• Thermo-Set top burner makes every pot and pan "automatic"! The sensing element keeps food at the exact temperature set. There's no burning, scorching or boilovers. Thermo-Set practically sells the range—especially if you give the customer a "live" demonstration.

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PENNSYLVANIA

Please send me more information on the full Caloric line.

Name _____

Address _____

City _____ Zone _____ State _____

$\frac{3}{4}$ and two 1-h.p. models. All have $\frac{1}{2}$ less depth than models they succeed, are designed to fit a window or wall without projecting. No. 288 has a heater that automatically switches from cooling to heating or heating to cooling depending on weather. No. 2107H has a coil that is connected to heating system to replace a radiator. No. 284 and 2102 can be equipped with a heating coil on special order.

Low-cost, 2-h.p. Residential conditioner No. 200-R with glass fiber air distribution system makes it easy to air condition entire home. Outdoor louvers and drain kit also available for this installation.

Heavy Duty Series A2072-23, a 2-h.p. unit for 208/230 volts has an automatic temperature control and aluminum filter.

Prices: From \$269.95



GIBSON Air Conditioners

Gibson Refrigerator Co.,
Div. Hupp Corp.,
Greenville, Mich.

Models: 11 new Gibson air conditioners in 1957 line.

Selling Features: Line includes a 5-model Deluxe line and a compact new Trimline series, also included is a 1-hp unit that operates on household current.

Deluxe line ranges from $\frac{3}{4}$ to 2 h.p. No. A 721C, a $\frac{3}{4}$ h.p., 115 volt unit with thermostat, glass fiber filter and single-speed fan. No. A-731C, $\frac{1}{2}$ 115 volt, $\frac{7}{8}$ amp unit features 2-speed fan motor and air exhaust selector. No. A-121C, a 1-hp, 115 volt unit; No. A-152C, $1\frac{1}{2}$ hp unit and A-22C, a 2-hp unit. The latter three have 2-speed fan, thermostat control, glass fiber filter, air exhaust, push button control, permanently lubricated fan motor and low sound.

Trimline series can be mounted flush inside, all the way inside, half-way, through-the-wall, or against the glass on casement windows. No. A-751C is a $\frac{3}{4}$ h.p., 115 volt unit with single-speed fan, thermostat and fresh air intake; horizontal type directional louvers and master dial control; air is filtered before passing through cooling coil, and is directed out in a draft-free pattern by blower wheel. Control panel of simulated antique white leather; removable type chassis. A-131C a 1-hp 115 volt unit, 12 amps; 2-speed fan motor, fresh air intake that filters outside air, and push button controls. A-122C, deluxe 1-hp, 230 volt unit has elec-

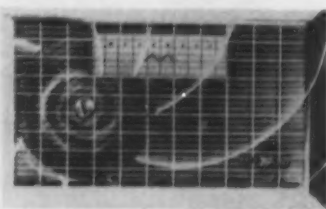
NEW PRODUCTS Air Conditioners and Ranges

trostatic dust magnet permanent filter, air exhaust, fresh air intake and push button controls.

Top of line are a $\frac{3}{4}$ h.p., 115 volt low amp model A781C and a 1 h.p., 115 volt model No. A-181C. Both have sliding doors over control panel, automatic control of room temperature and air circulation; 2-speed fan control; super dehumidification control; permanent electrostatic dust magnet filter plus air sweep automatic directional cooling.

All models are provided with do-it-yourself window mounting kit.

Prices: From \$279.95 for Trimline A-751C to \$449.95 for 2-h.p. unit.



MITCHELL Air Conditioners

Mitchell Mfg. Co.,
Div. Cory Corp.,
3200 W. Peterson Ave.,
Chicago, Ill.

Models: New 1957 line comprises 7 series containing 31 separate models, and features "Roto Cone" which provides 2 new dimensions of comfort — "Roto Cone of Silence" and "Roto Cone of Cooling."

Selling Features: "Roto Cone" is a self-propelled rotor that creates a sweep cooling effect enabling the conditioner to cool faster. Its "millions of gentle air currents that mix with room air and vanish is cleaned to create a new 'natural air conditioning'" can be set to deliver this sweep of cooling to several rooms, or to more equally cool one large room from an adjustment knob on the "Weath'r Dial" panel. It also features quieter operation. "Sound conditioning" is effected by a 2-step cap tube which muffles sound of flowing refrigerant; permanently lubricated motor; fiber-glas insulated scrolls which soak up sounds; rubber cushions and gaskets; felt-padded condenser orifice. Available in $\frac{3}{4}$, 1, $1\frac{1}{2}$ and 2 h.p. models including a $\frac{3}{4}$, $\frac{7}{8}$ amp; a 1 hp, 12 amp. unit, either of which operate on 115 volts.

Fitted with do-it-yourself Panorama Expando-Mount, it features flush mounting. Automatic thermostats adjust to all levels of comfort: Dyna-cool, Nite-cool, Ventilate, cool, and ventilate, exhaust and circulate.

Ultra-Thin series fit flush to inside, outside within limits of a wall and are available in $\frac{3}{4}$, 1 and $1\frac{1}{2}$ h.p. units. "Current saver" models include a $\frac{3}{4}$ h.p. $\frac{7}{8}$ amp. and a

1-h.p. 12 amp. 115 volt unit. Measures $16\frac{1}{2}$ in. from front to back, they are $26\frac{1}{2}$ in. long and 21 in. high. Can be installed in double-hung sash windows, through the wall, in transoms, etc. Features include a tilted condenser coil; interchangeable slide-out chassis, easy-to-clean plastic front and spring loaded "Direction-Aire" louvers, and automatic thermostat. Power-Pac "24" series for windows as narrow as 24 in. measure $22\frac{3}{4}$ in. wide, $14\frac{1}{2}$ in. high, $24\frac{1}{2}$ in. deep; available in $\frac{3}{4}$ and 1 h.p. sizes in standard and "current saver" models.

Imperial series features multi-room cooling in $\frac{3}{4}$ and 2 h.p. models; features air flow modulation; "Direction-Aire"; Expando-Mount.

Casement series in $\frac{3}{4}$ and 1 h.p. models may be mounted flush to outside wall or half-in-half out in standard and "current saver" models; automatic thermostat controlled by "Weath'r Dial."

Pancake units in $\frac{3}{4}$ and 1 h.p. capacities measure 32 in. wide, 15 in. high, $16\frac{1}{2}$ in. deep and may be mounted through-the-wall, in top or bottom of double-hung window, in transom or used in commercial casement installations. Features include interchangeable slide-out chassis.

Advance series in $\frac{3}{4}$, 1, $1\frac{1}{2}$ and 2 h.p. sizes features 2-step cap tube; $\frac{7}{8}$ and 12 amp units are also available. Reverse cycle heat is optional on "Advance" series.

Prices: From \$269.95 for M-157 Advanced model to \$499.95



GIBSON 1957 Ranges

Gibson Refrigerator Co.,
Div. Hupp Corp.,
Greenville, Mich.

Models: Gibson 1957 range line includes 6 free-standing, 5 built-in ovens 3 built-in and two set-in surface units.

Selling Features: New on all 1957 free-standing models is a circuit protector that eliminates fuses for the lamp assembly and convenience outlet; they never need replacement, can be reset from individual switch on control panels.

An automatic roast minder; 2600 watt Hi-speed surface units; "Tel-

O-Matic" light that tells at a glance whether correct settings have been made for automatic cooking; full-width hardware and overhead fluorescent lighting; 7-heat, push-button control for surface units; key color coded for identification and selection; Thermatic Kook-All with 2000 watt microtube hi-speed surface unit which shuts off at first sign of over cooking; concealed oven vent; combination automatic timer and minute timer; ups-a-daisy dual purpose cooker; combination 6-qt. deepwell cooker and 8-in. surface unit; Verti-broiler with two 1800 watt hi-speed heat rods.

Free-standing models include two 40-in.; three 30-in., and one 20-in. apartment model. 30 in. models R2-LS Deluxe has 7680 cu. in. oven space; R2-LM Super Deluxe has a new automatic timer, minute timer, overhead lighting 2600-watt Faster-than-Flame surface unit and full-width storage drawer. R2-LD Custom unit has new combination automatic timer and minute timer, Tel-O-Matic light, rolled chrome trim panel; overhead fluorescent lighting, 2600-watt surface unit and a Thermatic Kook-All.

R2-E single oven Deluxe 40-in. push-button model has 7 exact heats, indicator strip, key color coding for surface unit control; non-got glass window, single-dial oven control; Tel-O-Matic lights. No 2R-H is a double oven Custom model with above features plus the Roast-Minder and Ups-A-Daisy dual purpose cooker controlled by Thermatic Kook-All.

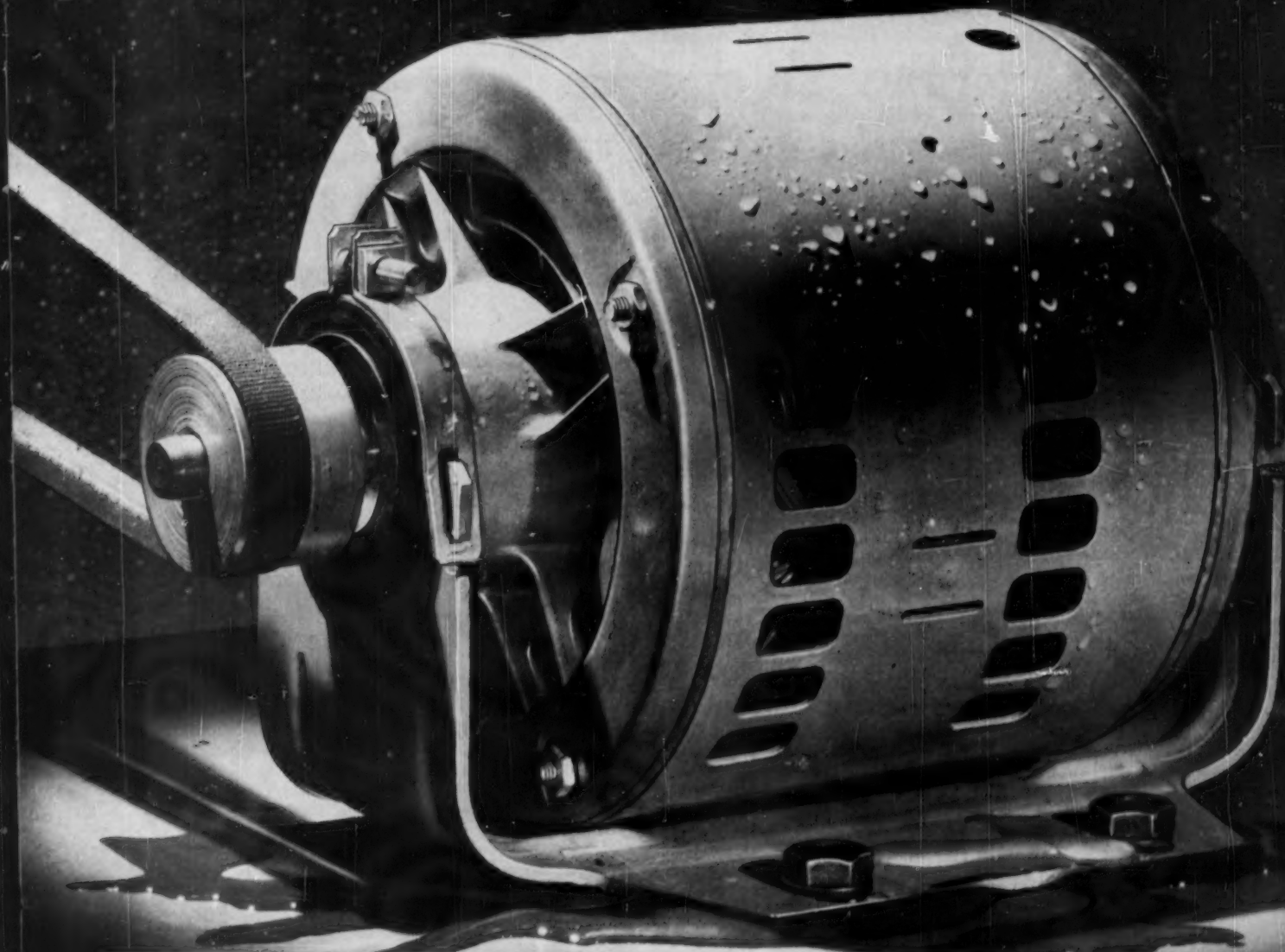
Built-in models include three 20-in. ovens: R1-TCR builders unit with chrome exterior; oven deflector mounted at top of door; single dial oven temperature control; Companion model R1-TCRA has added feature of an automatic timer and minute timer plus oven light. Big Thirties R1-WCR with chrome exterior and R1-WC in copper-toned porcelain have 7680 cu. ft. oven space and non-fog window.

Surface units R1-S2 has a 1500 watt and a 2100 watt unit with pilot light; 7-speed color-keyed push button controls; remote control switch panel can be mounted at front of counter top or on back wall. R1-S4 has 4 surface units: 2-2100 and 2-1500 watts in a cluster; stainless steel surface. R1-SA4, same with one unit the Thermatic Kook-All.

Set-In units fit a 36-in. cabinet: R2-SS4 has common pilot light for 4 rotary switches mounted on stainless steel platform; Microtube units include a hi-speed 2600 watt 8-in. unit; companion R2-SSA4 has Thermatic Kook-All.

BR-100 Verti-Broiler can be used in any Gibson free-standing range or oven; has 3600-watt hi-speed heat rods; 1800 in each element with adjustable control to move closer or farther from heat source. **Prices:** Free-standing models from \$249.95 to \$469.95. Built-in ovens from \$139.95; Big Thirties from \$199.95; Set-Ins from \$114.95

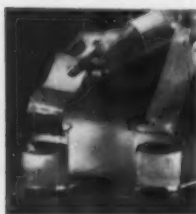
THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR



New Humidity-resistant Insulation System Lengthens Motor Life, Reduces Service Calls

THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR features today's best protection against moisture. For example:

Mylar* polyester film insulation provides 35 times greater moisture resistance and eight times greater physical strength than paper and varnish insulation used in ordinary motors of this type. Formex** wire with baked-on resin gives maximum protection against damage caused by overload. It's the first motor



of its type with an insulation system containing both Mylar and Formex.

As a result of this improved insulation system the all-new G-E motor for washers, dryers, dishwashers, food waste disposers, and ironers performs better and lasts longer. Your customers realize greater satisfaction from appliances equipped with G-E motors. You can count on greater customer confidence and more repeat sales.

For more information about the first all-new appliance motor in 25 years, write Section 705-5 for Bulletin GEA-6381. General Electric Co., Schenectady 5, New York.

*Reg. trade-mark of DuPont Co.

**Reg. trade-mark of General Electric Co.



GENERAL ELECTRIC



SUNBEAM Saucepan

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago, 30, Ill.

Device: Sunbeam controlled-heat automatic saucepan

Selling Features: Easy-to-see and easy-to-set simmer-safe control regulates a sensitive thermostat; double walls retain heat with up to 3 times greater efficiency than ordinary saucepan; vegetables may be cooked with less water, meat simmered safely over longer period of time; a setting on simmer-safe control keeps soups, cereals and other foods piping hot; easy to wash; water sealed element allows appliance to be immersed up to signal light

Price: 3 qt. saucepan, \$27.95; 5 qt. \$29.95 both complete with cover.



FRIGIDAIRE Ranges

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: 10 free-standing range models in 30 and 40-in. sizes in Frigidaire 1957 line.

Selling Features: Like refrigerators, the new ranges have straight lines and squared shapes to give built-in look. All models have tops with raised, non-spill edges; line includes models with 2-ovens; large capacity single ovens; and the Wonder oven that broils and bakes simultaneously.

Top of line RI-70-57 is a 2-oven range with simplified Cook-master oven control. Controls and switches are tapered to the touch and are located on black back panel with chromium trim; signal lights and illuminated temperature zones for surface units are easy to see and use. Heat-minding device watches over foods never letting them overheat or burn; high speed surface unit also saves time; a thermostatically controlled deep-well cooker and deep fat fryer.

Easy-to-clean gray porcelain ovens have new super-fast sealed broiler unit; A Miracle Filter swal-

NEW PRODUCTS

lows cooking smoke, and permits broiling with oven door closed.

Imperial RI-60-57 has the Wonder oven that provides 2-in-1 operation: a movable divider permits broiling or roasting and baking simultaneously, or oven can be used as a single unit.

Deluxe 40-in. models RD-45 and RD-25 and Super RS-15 and RS-10 have many top features.

Imperial RI-39-57 a 30 in. model is equipped with twin doors and an automatic roll-out shelf; 3 other 30-in. models RD-38, RD-35 and RS-30 round out line.

Exteriors in charcoal gray, pink, yellow, green and white.



LAU Fan

Lau Blower Co.,
Dayton, Ohio

Model: Porta-Breez mobile air circulator

Selling Features: Heart of unit is a 16½ in. blade diam. 3-speed fan mounted in a tubular frame; fan can be rotated through a full 360 deg. circle; new type friction lock without knobs holds fan automatically in any position; fan can be used to bring in cool air or exhaust hot stale air; can be tilted or completely reversed; adjustable stand permits raising fan from minimum height of 18½ in. to 34½ in.; 24 in. wide, the stand has curved rear supports to hold unit; black plastic caps cover ends of each runner to prevent floor marring; soft tread rubber wheels; stand supports finished in black baked enamel; chrome top sliding base.

Price: \$54.50



WESTINGHOUSE Cleaner

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse 1957 Carousel canister cleaner.

Selling Features: New 3-wheeled platform permanently attached to cleaner; 3 swivel wheels of non-mar-

ring material gives mobility and more level glide; rubber bumper banding platform protects furniture; 2-tone turquoise cord storage is improved; stored around base of canister, the cord winds in or out when cleaner is spun on its wheels; other features include a Toss-away bag; improved pistol-grip suction control; combination Floor-N-Rug tool; air diffuser which spreads cleaner exhaust over wide area.

Price: \$69.95 complete with attachments.



G-E Blanket

General Electric Co.,
Bridgeport Conn.

Model: G-E special "flat" automatic blanket No. PB99.

Selling Features: Features napped rayon and cotton blend Chatham fabric in rose or, blue with Skinner Tru-Tone satin binding and a sleep-guard bedside control in 2-tone dark brown and beige.

Price: \$23.88 for twin bed size; \$28.88 for double bed, single control model.



KING Air Conditioners

King Refrigerator Corp.,
7602 Woodhaven Blvd.,
Glendale, L. I., N. Y.

Models: King 1957 Streamline series of 5 air conditioners

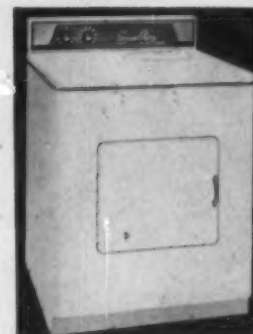
Selling Features: New line can be placed almost anywhere in room—under window, through the window or above it; only 16 in. deep, it can fit flush with exterior wall as well as the interior in many instances. All models are 20½ in. high, 25 in. wide and 16½ in. deep.

SL75S, ½ h.p. Standard, has a 1-speed motor, thermostat, dial control and throw-away filter.

SL75D, ½ h.p. Deluxe has a 2-speed motor, push-button control, exhaust and permanent filter.

SLA57, ¾ h.p. low-amp model has all deluxe equipment and extra heavy coils.

SL1000, 1 h.p., 230 volt model and SL1115, 1 h.p., 115 volt model have all deluxe equipment.

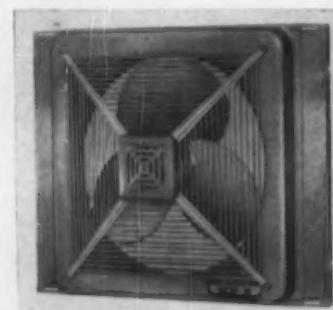


STIGLITZ Dryers

The Stiglitz Corp.,
Louisville, Ky.

Models: 1957 line of Stiglitz "Sun-Aire" gas and electric dryers.

Selling Features: Selector switch for synthetics or regular loads; tumbler temperature preset at 105 degs. maximum for synthetics and 140 degs. max for regular loads; 2-hr. timer; new backguard with brushed chrome and black trim; controls mounted on backguard; new, larger, recessed door; new front design; gas models for use with manufactured, natural or LP gas; electric models for 115/230 volts; ½ h.p. motor with built-in centrifugal switch and built-in overload protection; drum has 44 rpm; 9 lbs. capacity; Sun-Aire germicidal lamp; 4400 watt electric element or 20,000 btu single port, non-clogging gas burner with automatic ignition; thermostatic control fabric selector is preset at 105 degs for modern fabrics, 140 degs for normal fabrics; top lint trap; uses stored up heat the last 5 minutes.



BERNS Air King Fan

Berns Air King Corp.,
3050 N. Rockwell St.,
Chicago, 18, Ill.

Device: Berns Air King 1957 economy window fan SQ20PB

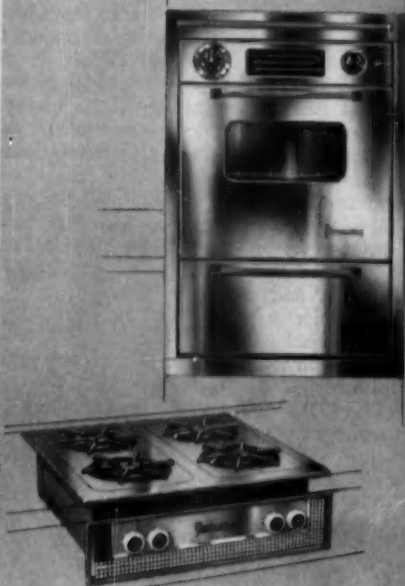
Selling Features: A pushbutton controlled, electrically reversible 20 in. window fan featuring a new "square" styling has 3 speeds, delivers 4000 cfm on high speed; has adjustable side panels; A straight exhaust version, the SQ20 is also available.

Prices: SQ20PB, \$49.95; SQ20, \$39.95

Make PREWAY



your easy way into the
profitable built-in business
no other line is as easy to show, to sell, to install.

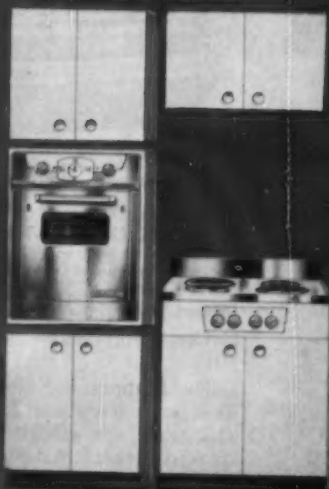


● Why pass-up the mushrooming big ticket market in built-ins, why wring your hands, or sit on them . . . when you can reach out and bring this highly profitable business your way with PREWAY, the pioneer leader with the greatest potential for you.

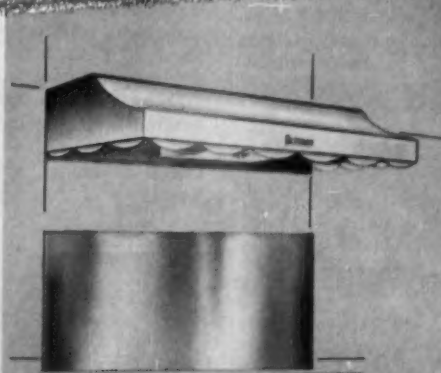
With this hard-hitting built-in line you can close sales with contractors or home owners. You'll find PREWAY loaded with beauty that adds luster to the kitchen, packed with functional features that are second to none,

and ticketed with price tags that give you the inside track. Even more, PREWAY provides the easiest method of installation — to save you and your customers many dollars of extra cost.

And don't think this isn't decisive . . . or why is PREWAY already No. 1 in the nation with gas, No. 3 in electric and now closing in fast! The coupon attached is for your convenience. Send it back, today, while you're thinking about it, for the full and happy facts.



PREWAY Cabinet Cooking Centers, Gas and Electric — freestanding, all-in-one units provide a modern, built-in kitchen without the cost or work of building it in. They're readily adaptable to new locations . . . combining with all standard cabinets, counters, sinks and appliances . . . require just 9 sq. ft. floor space . . . available as a full assembly or wall by unit.



PREWAY Inc.
9126 Second Street N.
Wisconsin Rapids, Wis.
Since 1917

One source, one responsibility for gas and electric built-in ranges, range hoods, built-in refrigerator-freezer, oil and gas heaters, wall and floor furnaces, electric heaters.

GRILL OPENING — 32 1/4" W. x 5" H.

OVERALL CABINET OPENING — Refrigerator - Freezer - Compressor Unit — 32 1/4" W., 23 1/2" D., 68" H.

Easy does it . . . this all-in-one unit just slides in place — NO KITS, NO SPECIAL FRAMING, NO EXTRA LABOR COSTS.



PREWAY, INC.

9126 Second Street N., Wisconsin Rapids, Wis.

Please send complete information on your Built-In Appliances.

Name _____
Company _____
Address _____
City _____ State _____



DUMONT TV Sets

Allen B. Du Mont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: Portable "Sportsman", low-boy, "Bedford", and table model "Bryan".

Selling Features: "Sportsman" in alligator brown fabric finish has same circuitry and components as the Palomar series 17 and 21 in. sets; it has a 14-in. tube in a cabinet 12x14x16 in., and weighing under 30 lbs.; is also available in gray luggage tweed and 2-tone red and gray washable fabric.

"Bedford" lowboy has a 21 in. tube, giving 262 sq. in. viewable area; a front directional oval speaker; new Du Mont cascode Sensomatic tuner; low-boy design with matching legs which have self-leveling ferrules which can be removed for use with a swivel top, step tables, coffee tables or other decorator ensembles.

"Bryan" table set 21 in. has Palomar chassis with signal power switch and new Sensomatic tuner; Alnico V speaker; available in mahogany grain or lined oak grain finishes; controls located at top.



MAGNAVOX TV Sets

The Magnavox Co.,
Ft. Wayne, 4, Ind.

Models: Broadview, Premiere and Aristocrat

Selling Features: Broadview No. MV322R is a stand model with legs using 24 in. aluminized tube with 332 sq. ft. viewing area; Chromatone filter and reflection barrier; control on cabinet top for easy tuning; chassis uses 16 tubes which includes rectifiers; picture voltage 16,000 with I-F frequency of 41.25 mc; one 5 1/2 in. speaker; tuning equipment includes VHF cascode tuner or UHF Teleramic tuner with interference rejector; horizontal AFC, vertical picture stabilizer and perfected interlace. Available in Magnatex Cordovan and blond.

NEW PRODUCTS Television and Radio

Premier MV323R, stand model with legs; "low-boy" type; uses 24 in. aluminized tube; chassis uses 18 tubes including rectifiers; hi-fi sound equipment includes a 10-in. speaker and a 5x7 in. oval speaker with sound diffusers and tone control; phono-jack; available in mahogany, oak or cherry Syntex.

Aristocrat MV324R, open console with legs; 24-in. aluminized tube; 18 tubes including rectifier; keyed AGC; 41.25 mc IF frequency with VHF cascode tuner or UHF Teleramic tuner; interference rejector; horizontal AFC, vertical picture stabilizer and perfected interlace included; hi-fi equipment includes two 5 1/2 in. speakers and two 8-in. speakers with crossover network; sound diffusers and 5-watt dual power amplifier with push-pull output; phono-jack; included; available in mahogany, oak or cherry Syntex finish.

Prices: Broadview, \$199.90 Premiere, \$279.50 in mahogany; Aristocrat, \$399.50



SONORA Television

Sonora Radio & Television Corp.,
325 North Mayne Ave.,
Chicago, 12, Ill.

Model: Sonora TV set No. 609 AT

Selling Features: A new lightweight portable; equipped with aluminized tube and tinted glass; available with UHF-VHF in 2-tone gray. Other models available in 2-tone brown and beige and 2-tone grey and beige. **Price:** \$139.95



SPARTAN TV Set

The Spartan Div.,
The Magnavox Co.,
Fort Wayne, 4, Ind.

Model: Resorter model 1V106J custom built portable TV set.

Selling Features: Uses advanced-design printed circuitry 144 sq. in.

aluminized tube; all-channel reception; simplified tuning provided by VHF Cascode and UHF Teleramic tuner; fully equipped with local-distance selector switch, optical picture filter; 41.25 mc IF amplifier with perfected interlace; automatic picture lock and interference rejector; 15 tubes including rectifier with one additional tube for UHF tuner; chassis is provided with 14,000 volts picture power; extended range speaker arranged for omni-directional sound distribution; top tuning controls; telescopic di-pole antenna and convenient carrying handle; available in mar-proof decorator colors of bronze and tan and beige and red.

Price: \$159.90 in VHF; \$174.90 in UHF



RCA Transistor Radios

Radio Corp. of America,
RCA Victor Radio and Victrola Div.,
Camden, N. J.

Models: Two new all transistor pocket-sized radios — Winsome, 8BT7 and Stetson, 8BT8.

Selling Features: Both models use 4 transistors; weigh approximately 1 lb. each; have 2-tone cases of non-breakable "Impac" plastic; 2 1/2 in. loudspeaker; improved iron core, subminiature IF transformers provide greater sensitivity and selectivity; powered by 9-volt battery; large circular tuning dials set flush with front surfaces of grills. Winsome is available in 2-tone gray or turquoise and antique white. Stetson in charcoal or pink and antique white includes a plug-in for earphone.

Prices: Winsome, \$39.95; Stetson, \$44.95



WESTINGHOUSE Transistor Radio

Television-Radio Div.,
Mottchen, N. J.

Device: Westinghouse transistor radio 610P5, 611P5 and 612P5.

Selling Features: Miniature personal transistor portable styled to re-

semble the 7-transistor pocket set recently announced; features include an unbreakable moulded plastic case with silver trim; super sensitive tuning selector; magna-power speaker; etched circuit Silver Safeguard chassis; contains 5 transistors plus a diode crystal; operates on a single 9-volt battery; a hearing aid jack for private listening; 6 in. wide, 3 1/2 in. high and 1 1/2 in. deep. 610P5, charcoal, 611P5, turquoise and 612P5 yellow.

Price: \$49.95; battery leatherette carrying case and earphone optional extra equipment.



MOTOROLA Radio

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Device: Motorola 6-transistor pocket radio No. 66T.

Selling Features: Newly developed design transistors deliver greater power and lower battery drain; push-pull audio output circuit gives performance of larger set; new features include 2 transformers to give 125 milliwatts power and 200 hrs. battery life from 4 Penlite cells; has combination Roto-tenna; ebony fabric over steel cabinet with chrome trim and gold nameplate.

Price: From \$64.95



GRUNDIG-MAJESTIC Hi-Fi

Majestic International Corp.,
743 N. La Salle St.,
Chicago, Ill.

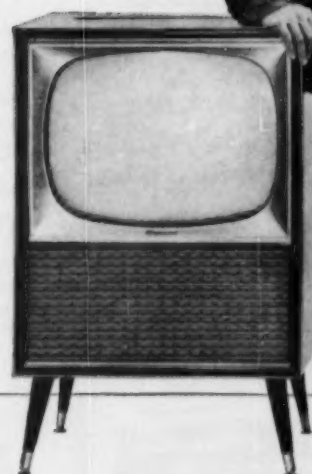
Device: "Impressario" hi-fi, No. 7035.

Selling Features: Provides AM-FM-short wave reception; 2 large bass and one high efficiency tweeter speakers, 4-speed changer; eagle-eye tuning; multi-sonic tone control system; has tambour style disappearing upper door, tilt-forward radio compartment; choice of light or dark walnut finishes.

Only a Magnavox dealer can say—

**"My profit margin is the highest
in the business—and I sell in volume, too!"**

**The New Yorker 21
Television**—big picture
Gold Seal Console featur-
ing ultra-modern styl-
ing with top tuning controls;
full "Magnapower" chas-
sis; two 8" speakers. In
Syntex mahogany color
finish, \$249.50 (VHF).



**The Magnasonic
"210" Phonograph**
—full-profit leader high-
fidelity model with 10-watt
amplifier; 4-speed record
changer; 12" and 5" coax-
ial speakers. In mahog-
any, \$159.50. Slightly
higher with AM-FM radio.

**Last year on Magnavox sales alone, fifty dealers averaged a retail
volume of \$400,000. One hundred Magnavox dealers averaged \$300,000!**

**More reasons why MAGNAVOX
is the most profitable franchise in
the industry today!**

- Magnavox guarantees the largest
markups of any leading maker
- Most complete, competitive line
- Greater profit margin

- Most step-up sales features
- Price-protected inventories
- No "annual line," no dumping
- Transportation prepaid
- No promiscuous franchising
- Exclusive Gold Seal Guarantee

**One hundred million dollars worth of Magnavox instruments will
be sold by our 1500 dealers in 1956 at full retail price and profit!**

There may be a Magnavox Profit Franchise available
in your area. Why not write, wire or call today?
The Magnavox Company, Fort Wayne, Indiana.

the magnificent
Magnavox
high fidelity television-radio-phonographs

**GOLD
SEAL
GUARANTEE**



Magnavox costs no more to buy, less
to own—costs you less to service.
Only Magnavox is so fine, so outstand-
ing in quality and dependability, that
your customers get a full year's *Gold
Seal Guarantee* on all parts and tubes,
plus 90 days' guaranteed service—
all included in the price of Magnavox
instruments bearing the Gold Seal.

SENSATIONAL NEW COOKING FEATURE



ROPER SUPER DELUXE WITH "TEM-TROL"

ROPER Tem-Trol

"America's Finest Gas Range"



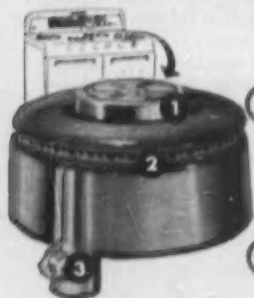
AUTOMATIC CONTROLLED-HEAT TOP BURNER

with lowest temperature settings ever offered

Entirely new! Exclusively different! ROPER "Tem-Trol" is far more than just another top burner. It provides a wider range of cooking temperatures than has ever been available before. It maintains a lower cooking temperature than any previous burner has been able to reach and hold.

NOW YOU CAN FEATURE THE GREATEST ACHIEVEMENT IN THE HISTORY OF COOKING

ONLY **Tem-Trol** GIVES YOU THESE THREE GREAT ADVANTAGES



① **Wide-Range Heat Detector**
Holds any selected temperature ... even below boiling ... as long as is wanted. Spring tension maintains contact with any ordinary flat-bottom utensil.

② **Super-Speed Burner**
Reaches cooking heat unbelievably fast. Saves time. Saves gas. Plenty of heat for any utensil, none is ever wasted.

③ **"Keep-Warm" Burner**
Tiny, tiny keep-warm flame permits extremely low heat selection ... the lowest temperatures ever offered anywhere.

SEND IN COUPON FOR FRANCHISE INFORMATION

Tem-Trol makes any ordinary utensil a controlled-heat utensil ... regardless of material



Provides a degree of personalized cooking never before possible

Geo. D. Roper Corporation, Rockford, Illinois
Please send full franchise information.

Firm Name _____
Individual _____
Address _____
City _____ State _____
EM 1254

OTHER FINE ROPER PRODUCTS } ROPER "arRANGEable" built-in gas cooking units
ROPER "Dry-Aire" automatic gas clothes dryer
GEO. D. ROPER CORPORATION • ROCKFORD, ILLINOIS

ROPER Tem-Trol

AUTOMATIC TOP BURNER

SELLS GAS RANGES FAST!

- IT'S BACKED BY CONSISTENT CONSUMER MAGAZINE ADVERTISING
- IT'S A "NATURAL" FOR SURE-FIRE STORE DEMONSTRATIONS
- IT OFFERS UNPRECEDENTED NEW CONVENIENCE FOR HOUSEWIVES

New Products



ADMIRAL Radios

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.
Models: Two Pocket transistor radios 7M1 and 4P2

Selling Features: Both models weigh less than 1lb. each; 7M1 uses 7 transistors on a printed circuit board; agc system is augmented by special transistor and circuitry which allows set to handle wider range of signal strength; available in choice of four 2-tone color styles.

4P2, 4-transistor model in charcoal, red, tan or turquoise case. Both sets measure 5½ in. long, 3½ in. high and 1½ in. thick and contain an outlet for optional plug-in earphone. New sets will operate for 100 hrs. on 4 low cost penlite batteries and for 400 hrs. on 4 mercury-type flashlight cells. Combination handle and stand swings up for carrying set and extends down forming an easel to hold radio upright for table use; handle folds flush against case.

Prices: 7M1, \$59.95; 4P2 begins at \$39.95 for charcoal model.



SPARTAN Transistor Radio

Spartan Div.,
The Magnavox Co.,
Fort Wayne, 4, Ind.

Model: Playmate, No. 1S-100 all-transistor personal radio

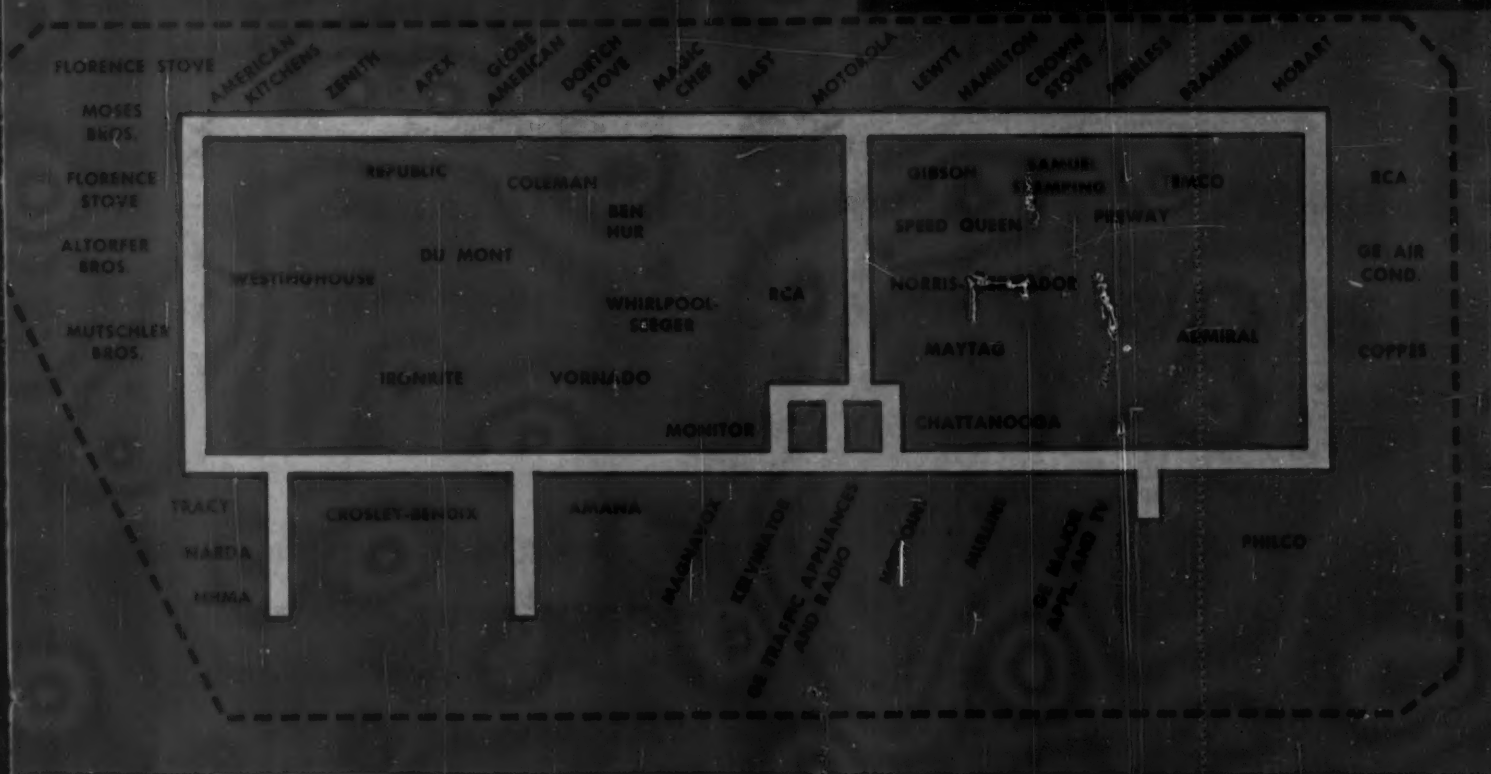
Selling Features: New, specially designed IF and RF circuits give powerful long distance reception; 6 transistors are used plus one germanium rectifier which are hermetically sealed, making them impervious to shock or moisture push-pull audio; 2½ in. speaker; automatic gain control; extra large ferrite core, high gain AM antenna; low-cost, long life battery; earphone jack for private listening; high-impact plastic case in black, coral, turquoise, ivory and red. Weighs 20 oz. including battery.

Price: \$64.90

AT THE MARKET, JANUARY 7-18...

see the world's
greatest concentration
of Appliance, TV
and Radio Lines

11th FLOOR

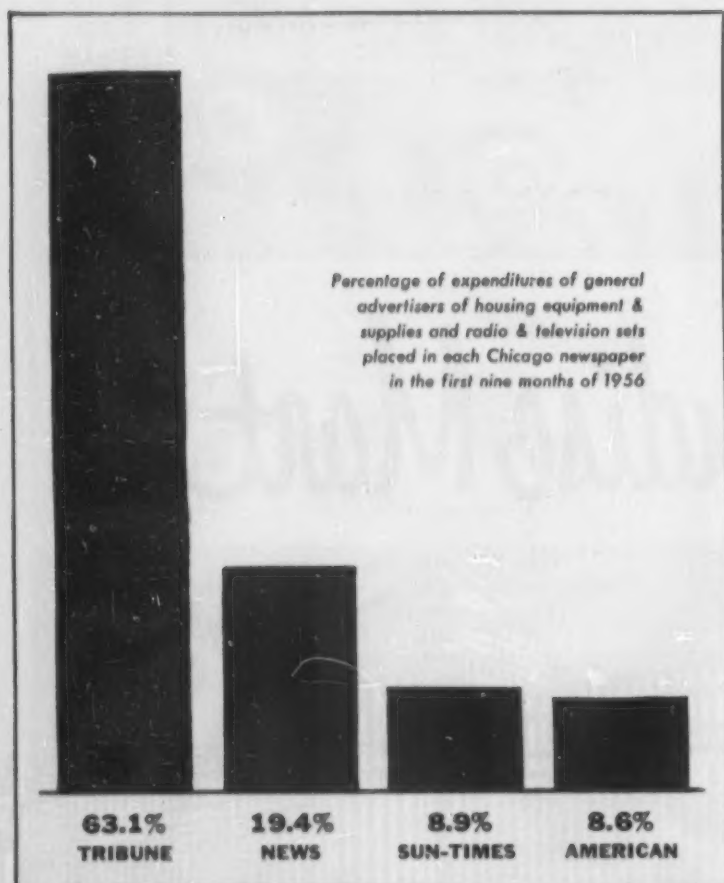


PLUS
2nd Floor
NORGE-234
3rd Floor
SIEGLER CORP.-340
14th Floor
HOOVER-1417
McGRAW
LONERGAN-1468

The Merchandise Mart



DO YOU KNOW



Because it produces more sales for them, general advertisers of appliance store products invest more than three times as much of their promotion budgets in the Tribune as in any other Chicago newspaper.

THE answers to these and hundreds of other questions can make a big difference in your sales planning. And the Chicago Tribune has them!

The Tribune has just completed an intensive analysis of the Home Appliance Market in Metropolitan Chicago from information obtained in nearly 3,000 personal interviews. Every page of this exclusive study is jam-packed with data that provide a sharp-focus picture of the market today and to-

***Which brand of automatic washer
now has 31% of the Chicago market?***

***Which outlying retailer accounts for
17% of Chicago's refrigerator volume?***

***Which leading clothes dryer's volume has
dropped over 50% in Chicago since 1953?***

morrow for major appliances and television.

For example, we can give you current saturation levels, brand standings, sales trends and sources of purchase by shopping centers and individual stores. More important, we can spell out sales potential by appliance and by brand. We can also tell you from which income group and social level your best prospects will come.

In addition, this study provides new proof of something appliance advertisers have

known for a long time, as you can see from the chart. The best way to sell appliances in Chicago is with advertising in the Chicago Tribune. Appliance owners interviewed chose the Tribune as their best source of buying information by a wide margin.

Here is marketing help too valuable to pass up if you want to sell more in Chicago. A Tribune representative will be happy to sit down with you and give you the full story. Get in touch with him today.

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Penobscot Bldg.
Woodward 2-8422

San Francisco

Fitzpatrick Associates
155 Montgomery St.
GARfield 1-7946

Los Angeles

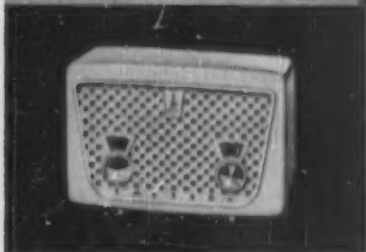
Fitzpatrick Associates
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THE EASIEST GIFT SALE YOU'LL MAKE THIS CHRISTMAS



EMERSON BIG SCREEN PORTABLE TV (Model 1254). Lightweight aluminum cabinet and chassis with built-in phonojack and switch for record playing.



EMERSON AC-DC TABLE RADIO (Model 852). Modern, compact table model. Miracle modular engineering. Comes in a variety of colors.



EMERSON CLOCK RADIO (Model 846). Built-in Telechron Clock with alarm. Automatically turns radio and appliances on-off.



EMERSON TWIN-SPEAKER AUTOMATIC, 4-SPEED HI-FI PHONO-RADIO (Model 858). Automatic 4 speed changer. Plays 7, 10, 12" records at all speeds. Powerful radio. In mahogany or blonde veneer.

the exclusive **Emerson** 5-way **PORT-O-RAMA**

Featured in more windows by more dealers in more cities from coast-to-coast because...it moves!

The fabulous 5-Way Port-O-Rama is brand new! There's never been anything like it...anywhere. It's loaded with selling extras never before combined in a single electronic unit. It's a portable TV set! It's a portable radio. There's a phonojack and switch for record playing. It works in a car or boat. It has personal listening attachments. Display it. The Emerson Port-O-Rama practically sells itself.



EMERSON TUBELESS POCKET RADIO (Model 849).

Here's the pocket-sized marvel that's a sales runaway. 6 Lifetime transistors give clear "big set" tone. Year 'round listening pleasure without changing batteries. "Nevabreak" case in smart colors. Show this sales-clincher now.

Emerson Radios start as low as \$18.
Emerson TV sets start as low as \$128.

*Reg. Pat. Off.



EMERSON TWIN SPEAKER AC-DC RADIO (Model 853). Specially coordinated twin speakers. Compact, miracle modular engineering.



EMERSON TUBELESS PORTABLE RADIO WITH MIRACLE WAND (Model 847). Eliminates fade-out areas anywhere. Has 6 Lifetime transistors, plays up to 1500 hours on the same batteries. Colorful "Nevabreak" case.



Emerson

Emerson Radio & Phonograph Corp.,
Jersey City 2, N. J.

More Emerson
electronic miracles that
mean fast gift sales!

TRADE REPORT

DECEMBER • 1956

NEW WORRY FOR THE TRADE

The Government Steps Into the Picture

At least half a dozen investigations of the appliance-radio-TV industry are in the making. Not all of them will materialize but even so the entire industry fears it will have to answer lots of questions from the government's aggressive probers

"I VE never seen anything like this," an appliance manufacturer mused last month.

"We used to worry about business in general, about sales or about what the competition was doing.

"Now we're worried most about what the government's going to do next."

He may have been overstating the case a bit, but as the year drew to a close the appliance-radio-TV industry was just about the "most investigated" business in the American economy.

Five years ago dealers in the industry might have welcomed such a development. Many have felt for a long time that the government should step in to clean up abuses in distribution.

But last month the entire industry was a little wary of the suddenly increasing interest on the part of the government. The reason for this wariness was apparent: the industry had begun to realize that the government is a somewhat erratic and eccentric guest—and that once invited in he's likely to stay longer than you want him to.

Thus, last month, appliance dealers who for years have been asking for government help, suddenly found a local dealers association as the defendant in a Justice Department civil action.

What's Happening? Just how interested government agencies actually are in the appliance-radio-TV businesses at this point is

anybody's guess. That's because some agencies—like the FTC—will not comment on any case under investigation. Others—like the Justice Department—will acknowledge that complaints have been filed, but outsiders have little idea of how seriously such charges will be followed up. Piecing together what has been announced and what has been rumored these government investigations appear to be in the works:

- The Senate Small Business Committee may launch a widespread investigation of the entire appliance industry soon after Congress convenes next month. Investigators have been busy on this question for months, but no definite plans for a hearing have yet been approved. Chairman John Sparkman does say, however, that there is a strong possibility that his group will vote the hearings.

- According to trade rumors a grand jury in New York has issued subpoenas to 20 manufacturers, both appliance and non-appliance firms. There's no certainty as to what is being investigated but some appliance manufacturers think that "discriminatory selling" is under scrutiny. This may involve refusal to make products available to discount houses.

- The FTC is said to be investigating tie-ins manufacturers have been making with key accounts including department stores. Observers in Washington, however, say they know nothing of such a probe.

- A complaint on central service has been filed with the Senate Small Business Committee by the National Alliance of TV and Electronic Service Associations (NATESA). The committee has in turn referred the complaint to the Justice Department which acknowledges receipt of the committee's referral. Washington observers point out that turning the matter over to the Justice Department is hardly a major development. A million and one such complaints are referred by committees, more often than not to gather dust in one of the executive agencies.
- The FTC has been asked to look into the entire question of builder sales (see story, page 45).

- In Memphis, antitrust charges have been filed against the local Retail Appliance Dealers Association (MRADA) and seven of its members. The government maintains that the association and the dealers combined and conspired together to maintain manufacturer retail prices on appliances and to adhere to maximum trade-in allowances on used appliances.

The Guests Who Stayed Too Long. Trade associations have long warned their members that asking government help can be a two-edged sword. "The government's like 'the man who came to dinner,'" one observer pointed out last month. "You're never sure he's going home when you want him to."

"The government doesn't understand business," another observer pointed out last month. "They often end up by upsetting the very apple-cart you called them in to save."

That's why a number of government inquiries in the past 18 months have appeared to threaten the industry's basic marketing structure.

This was obvious in 1955 when the gov-

ernment filed an anti-trust complaint against Philco after that firm attempted to "get tough" with its distributors to put an end to transshipping. The government's complaint not only attacked Philco's new "tough" measures but appeared to attack the franchise system as such. Philco vice-president Jack Otter called the suit a "dangerous challenge to those of us who believe in and desire to protect the function of the independent distributor."

In mid-July of this year Philco signed a consent agreement to end the government's suit but it may be years before all the implications of the settlement are understood. Philco president James M. Skinner, Jr., says the settlement "recognizes Philco's right to continue its full-line independent regional distributor system which is traditional with Philco and many other manufacturers." But the company agreed not to keep other brands of appliances out of dealers' stores, not to punish sales outside a distributor's territory by forcing him to buy merchandise back and not to prevent resale by retailers—including so-called transshipment to discount houses. Philco is forbidden to require distributors to carry its products exclusively but elsewhere the company gets the right to terminate a franchise if the distributor does not "adequately represent the maker"—and Philco officials say that this includes promotion of all Philco products.

Local Implications. The far-reaching effect of government intervention can be seen in the much more localized suit against the Memphis dealers. Conspiracy to maintain prices might invite government intervention but in Memphis the government also seeks to prevent dealers from "acting to prevent distributors from selling directly to consumers and to eliminate the competition of discount houses." There's probably not a "legitimate" dealer in the country who hasn't tried to clean up "back-door" sales or fight discount houses in the past ten years.

The Big Investigation. By far the most extensive investigation—if it materializes—will be next year's Sparkman committee hearings.

It is too early to say just what the committee wants—new legislation or just a public spotlight on an industry which depends on many small businessmen.

However, one subject—mergers—is sure to be taken up in any such investigation. The committee in the past has called attention to what is described as "seeming concentration" in the industry. As an example of a trend, it cited the home laundry equipment industry which had about 35 producing companies in 1940. Since then, 18 of these firms have either gone out of business or been sold to larger companies.

Another subject that would get

an airing is the industry's distribution system. Some have advanced the idea that firms using a system of independent wholesale distributors are at a competitive disadvantage with firms that use a company-owned distribution system. The committee would try to find out if that is the case and how serious are the rumors that independent wholesale distributing systems may have to be abandoned.

Finally, the franchise system has turned up complaints from both wholesale distributors and retailers. A good deal of staff work by committee personnel has already gone into this complex subject and would get a thorough going-over in hearings. This would give almost everyone a chance to air whatever gripes he has.

One gripe that wholesale distributors would be certain to present is a charge that many manufacturers, in bypassing independent distributors to sell directly to large volume retail appliance stores, are engaging in price discrimination.

No End In Sight. The list of investigations printed earlier in this article may not be complete. Certainly it doesn't exhaust all the possibilities occurring to government investigators. Other problems are on their minds. Last month, for example, a Washington reporter went looking for confirmation of the FTC probe of tie-ins with key accounts. He could find none but in talking to a Congressional staffer he got his answer:

FTC might have price discrimination questions in mind. This goes back to the old saw, of whether manufacturers who sell their own brand, and also supply big retailers—like Sears—with products sold under the retailers' own brand names, are discriminating in price. FTC has worried about this for years in regard to Whirlpool and Sears, observers say, without doing anything about it.

A Lesson Learned? "We don't like to run to the government with our troubles" a trade association executive pointed out recently. But pressure from dealers is heavy for such action. Now, with growing government interest in the business, dealers may think twice before asking help. They're beginning to be afraid that the doctor could cure the disease and kill the patient at the same time.

Landers-Standard

Landers, Frary & Clark, New Britain, Conn., manufacturers of the "Universal" line of appliances, has purchased both the Standard Products Corp. and the Everett E. Young Co., Inc., of Whitman, Mass.

Standard Products Corp. manufactures the Handy-Hannah line of electric housewares and will be a wholly-owned subsidiary of Landers.

Distributors at Sea

When Crosley-Bendix sank, 75 distributors were left adrift; so far only a few have been taken aboard new ships, some others report vessels in sight

What happens to a distributor when his manufacturer goes out of business?

About 75 distributors began finding out recently when Crosley-Bendix bit the dust. Philco Corp.'s purchase of the Bendix home laundry division helped only the eight Crosley-Bendix distributors who picked up Philco franchises in the post-mortem scramble.

Seven distributors will remain with Avco. Since Crosley decided to leave the steel cabinet and sink field several weeks ago, prior to its later decision dropping all major appliances, the American Kitchens division has franchised seven Crosley distributors.

Philco, of course, will market its new laundry line through its own distributors and dealers. It will also take over the job of servicing existing Crosley products and Bendix home appliances.

Philco, incidentally, also concluded a manufacturing agreement with Avco under which Bendix laundry equipment and Philco electric ranges will be manufactured to Philco specifications in Avco's facilities at Nashville, Tenn. This will augment Philco's present laundry equipment manufacturing operations at Fairfield, Iowa.

Some Knew. The distributor dilemma over the Crosley-Bendix demise seems to be more or less aggravated in proportion to the distributor's degree of awareness as to what had been going on behind the scenes on the manufacturing level.

Those who were "mildly surprised" (a widespread term) report in the same breath that other lines are on the fire. Those who were "stunned" would appear at least temporarily crippled.

On the bleak side of the picture, a New England distributor reports being "sorely-pressed." The Crosley-Bendix move came as "a very severe blow and shock." He had been under the impression that his full-line business was a continuing thing (despite earlier rumblings in the spring when his manufacturer dropped air conditioners and other items). This same distributor complains that he cannot now find a manufacturer of C-B calibre.

There are occasional complaints of handling an "orphan" line. Some say that the publicity on the demise of the parent company has ruined their business. They contend they cannot now move their goods. This is particularly true with the television sets, they say.

Still Popular. On the other side

of the picture, there is a small town distributor who wishes he could get more Bendix merchandise. He finds that it is moving rapidly. This distributor states he has a new manufacturer "in the works." On the subject of the dissolution, he says "it was no secret that they weren't making money."

An eastern distributor professes surprise at the dropping of the Bendix home laundry line. "It was 50 percent of our business," he said. Otherwise, the company's move came as no jolt.

Another New England distributor states, "We're still here." This concern reports that the sales picture has not changed and that they have been shopping for a new franchise for quite some time. There was no mention, however, of any definite bites.

And so the pattern goes across the nation. The alert were ready; others, caught unawares, are suffering the penalty of putting all or most of their eggs in the wrong basket.

All agree, however, that this latest failure is illustrative of an industry trend toward fewer and larger manufacturers.

Manufacturer Briefs

- Six of the many ways that the new Amana built-in freezers and refrigerators can be installed are described and illustrated in a manual just published by Amana Refrigeration, Inc., for the use of architects, kitchen designers, builders, and contractors.

- Florence Stove Co. has purchased a 25 percent stock interest in Windsor Door Co., Garden City, N. Y.

- Plans for rearrangement of the manufacturing facilities of Magic Chef, Inc., include consolidation of manufacturing activities for cooking and heating appliances in Magic Chef plants in Cleveland, Ohio, and Franklin, Tenn.

- Hotpoint Co. announces that regional offices in New York, Chicago, and Atlanta will be closed and personnel transferred to the general offices in Chicago.

- Temprite Products Corp., Birmingham, Mich., has purchased the Ever Hot Water Heater Co., a Detroit manufacturer of home water heaters since 1919.

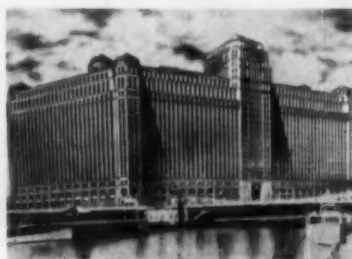


FURNITURE MART

Acme-National Refrigerator Co.	538B
Arvin Industries	522
Athens Stove Works	624
Atlanta Stove Works	536B
Auto Stove Works	546A
Automatic Washer Co.	508B
Barler Metal Products	537A
Barton Corporation	549A
Blackstone Corp.	544A
Boston Stove Foundry Co.	537B
Brown Stove Works	515B
Caloric Appliance Corp.	519
Clements Mfg. Co.	531
Conlan-Moore Corp.	542B
Cribben & Sexton	535A
Dixie Products Inc.	524
Eagle Range & Mfg. Co.	547A
Erlich, Lou	542B
Frigidaire Div., Gen'l Motors Corp.	508-09A
Gray & Dudley Co.	503
Hardesty-Quittner Co.	336B
Hardwick Stove Co.	1530-31
Homak Mfg. Co. Inc.	540B
King Refrigerator Corp.	512B
Lonergan Co., Vincent J.	2351
Magic Chef Inc.	517
Manitowac Equipment Works, Div. of	
The Manitowac Co. Inc.	504
Marshallan Mfg. Co. The	1144
Martin Stamping & Stove Co.	547B
Marvel Metal Products Co.	509B
Monarch Washer Div.	
Central Rubber & Steel Corp.	516B
National Silver Co.	537A
O'Keefe & Merritt Co.	514B
Phillips & Buttorf Mfg. Co.	525

Partial List of Market Exhibitors*

Phil Rich Co.	547B	Coleman Co. Inc., The	11-115	Manning-Bowman, Div. of McGraw	1467
Premier Stove Co.	513B	Coppes, Inc.	1189	Electric Co.	1467
Quicfrez, Inc.	538A	Coppes-Nappanee Kitchens	1189	Maytag Co., The	11-105
Quincy Stove Mfg. Co.	538B	Crown Stove Works, Inc.	1176	McGraw Electric Company, Toastmaster	
Revco, Inc.	510B	Dazey Corp.	1479	Products Div.	1474 & 74A
Robbins Products	540B	Dominion Electric Mfg. Corp.	1422	McMahon, R. S. & Co.	1155
Roper Corp., Geo. D.	529	Dormeyer Corp.	14-103	Meier Electric & Machine Co.	1487
Scheirich Co., H. J.	510A	Dortch Stove Works, Inc., The	1164	Metal Ware Corp., The	1411-A
Servel, Inc.	548	Easy Washing Machine Div. of the		Monitor Equipment Co.	1123-A
Starbrand Sales Corp.	512A	Murray Corp. of America	1168-1169	Motorola, Inc.	1170-73
Stiglitz Corp. Inc., The	537A	Electric Steam Radiator Corp.	1479	Murray Corp. of America, Easy Washing	
Sub Zero Freezer Co.	547B	Farber, S. W., Inc.	1419-A	Machine Div.	1168-9
Sunray Stove Co.	541-542A	Farberware Co.	1419-A	Mutschler Brothers Co.	1144
Tappan Stove Co.	513-515A	Florence Stove Co.	1147	Noma Lites Inc.	1472
Tennessee Stove Works	504	General Air Conditioning Corp.	1108	Norge Division, Borg-Warner Corp.	234
United States Stove Co.	503	General Chef Co.	1108	Norge Sales Corp.	234
Welbilt Stove Co., Inc.	501-2-543B	General Electric Co.		Norris-Thermador Corp.	11-104
Wilshire Mfg. Co.	536A	Air Cond. Div.	1188	Northern Electric Co.	1453
Woman's Friend Washer Div. of Central		Appliance & Television Receiver Div.	1117	Paragon Electric Co.	1497
Rubber & Steel Corp.	511A	Broadcast Equipment & Components		Pearless Mfg. Corp.	1177
Zenith Machine Co.	503	Div.	1157	Philco Corp.	1100
		Clock & Timer Dept.	1498	Preway, Inc.	1198
		Hotpoint Co. Div.	112C-21	Proctor Electric Co.	1412
		Housewares & Radio Receiver Div.	1123	Quaker Mfg. Co.	1147
		General Slicing Machine Co. Inc.	1492	Radio Corp. of America	11-111
		Gauder, Paeschke & Fry	1492	Republic Steel Corp., Berger Mfg.	
		Gibson Refrigerator Co., Div. Hupp		Div.	11-116-117
		Corp.	11-102	Rival Mfg. Co.	1494
		Globe American Corp.	1162	Samuel Stamping & Enameling Co.	1199
		Gralite Corp.	1472	Sessions Clock Co., The	1409
		Graham Electro Mfg. Corp.	1489	Shearer Electric Mfg. Co.	1476
		Hallamore Electronics Div. of Siegler Corp.	360	Siegler Corp., The	360
		Hamilton Mfg. Co.	1175	Son-Chief Appliances	1466
		Hobart Mfg. Co., Kitchenaid Home		Speed Queen Corp.	11-103
		Dishwasher Div.	1180	Steam-O-Matic Corp., The	1492
		Hobart Mfg. Co., Kitchenaid Electric		Steinmetz & Kelly	1422
		Houseware Div.	1492	Stoware, Inc.	1493
		Hoover Company, The	1417	Superior Electric Products Corp.	1487
		Hotpoint Co.	1120	Sutton, O. A. Corp.	11-114-A
		Illinois Electric Porcelain Co.	1467	Swartzbaugh, Ted & Assoc.	14-101
		Iranrite, Inc.	11-1177-A	Swing-A-Way Mfg. Co.	14-101
		Johnson, S. C. & Son, Inc.	1477	Temco, Inc.	1197
		Kelvinator Div. of American Motors Corp.	1124	Thermador Electrical Mfg. Co. Inc.	11-104
		Kind Products	1177	Toastmaster Products Div., McGraw	
		Kitchenaid Electric Housewares Div.		Electric Co.	1474
		Hobart Mfg. Co.	1492	Tracy Mfg. Co.	1142
		Kitchenaid Home Dishwasher Div.		Wagner, E. A. Mfg. Co.	1422
		Hobart Mfg. Co.	1180	Westinghouse Electric Corp.	11-122
		Knapp-Monarch Co.	1483	Whirlpool-Seeger Corp.	11-122
		Landers, Frary & Clark	1479	Youngstown Kitchens, Div. of American	
		Lasko Metal Products	14-119	Standard Corp.	1119
		Leonard Appliances Div., American		Zenith Radio Corp.	1158-59
		Motors Corp.	1124		
		Lewyt Corporation	1174		
		Lindemann, A. J., & Hoverson Co.	11-104		
		Lonergan Mfg. Co., Div. of McGraw			
		Electric Co.	1468		
		Magic Chef, Inc., Northern Sales Div.	1167		
		Magnavox Co.	1126		



MERCHANDISE MART

ABC, Altarfer Bros. Co.	1146
Admiral Corp.	1191-96
Aluminum Specialty Company	1473 B&C
Amana Refrigeration, Inc.	1127
American Kitchens Div., Avco Mfg. Corp.	1155
American Motors Corp., Kelvinator	
Div.	1124-25
American-Standard Corp., Youngstown	
Kitchens Div.	1119
Apex Home Appliances, Div. of	
Apex Elec. Mfg. Co.	1160-61
Atlas Tool & Mfg. Co.	1199
Ben Hur Mfg.	11-114
Berger Mfg. Div. of Republic	
Steel Corp.	11-116-117
Bersted Mfg. Co., Div. of McGraw	
Electric Co.	1467
Brammer Mfg. Co.	1178-9
Camfield Mfg. Co.	14-102
Carrier Corp.	841

Windy City Readies for Busy Month of January

Hotel space in Chicago is reported scarce as hen's teeth this January. This year, as usual, the appliance-radio-TV industry focuses its attention on the Windy City for the better part of the entire month. Activity gets underway in Chicago on January 4, when the American Home Laundry Mfrs. Assn. holds its annual meeting. From that point on, there's little room for breath-catching.

The industry-wide Winter Markets will be held this year from January 7 to 18. Then will follow the annual convention of the National Appliance and Radio-TV

Dealers Assn. at the Conrad Hilton Hotel (Jan. 13-15).

The National Housewares Mfrs. Assn. will stage what it claims to be the largest housewares show in the industry's history during the week of January 17-24. A total of 726 exhibitors, 100 more than last year, is expected at the exhibit at Navy Pier and the adjacent Drill Hall. Items on display are expected to exceed the 100,000 shown in the 1956 Atlantic City exhibit.

The ninth annual Independent Housewares Exhibit will be held simultaneously in Chicago at the Morrison Hotel. This group claims

to have 122 manufacturers of houseware items and allied products who have never before shown in a housewares market.

Finishing off an exciting and busy month in Chicago will be the meeting of the National Assn. of Home Builders January 20-24 at the Conrad Hilton Hotel.

Activity Grows. Meanwhile, activity at both of Chicago's big display centers—the Merchandise Mart and the American Furniture Mart—is now reaching a peak, keeping Chicago's display houses and specialty contractors busy. The work started as long ago as August,

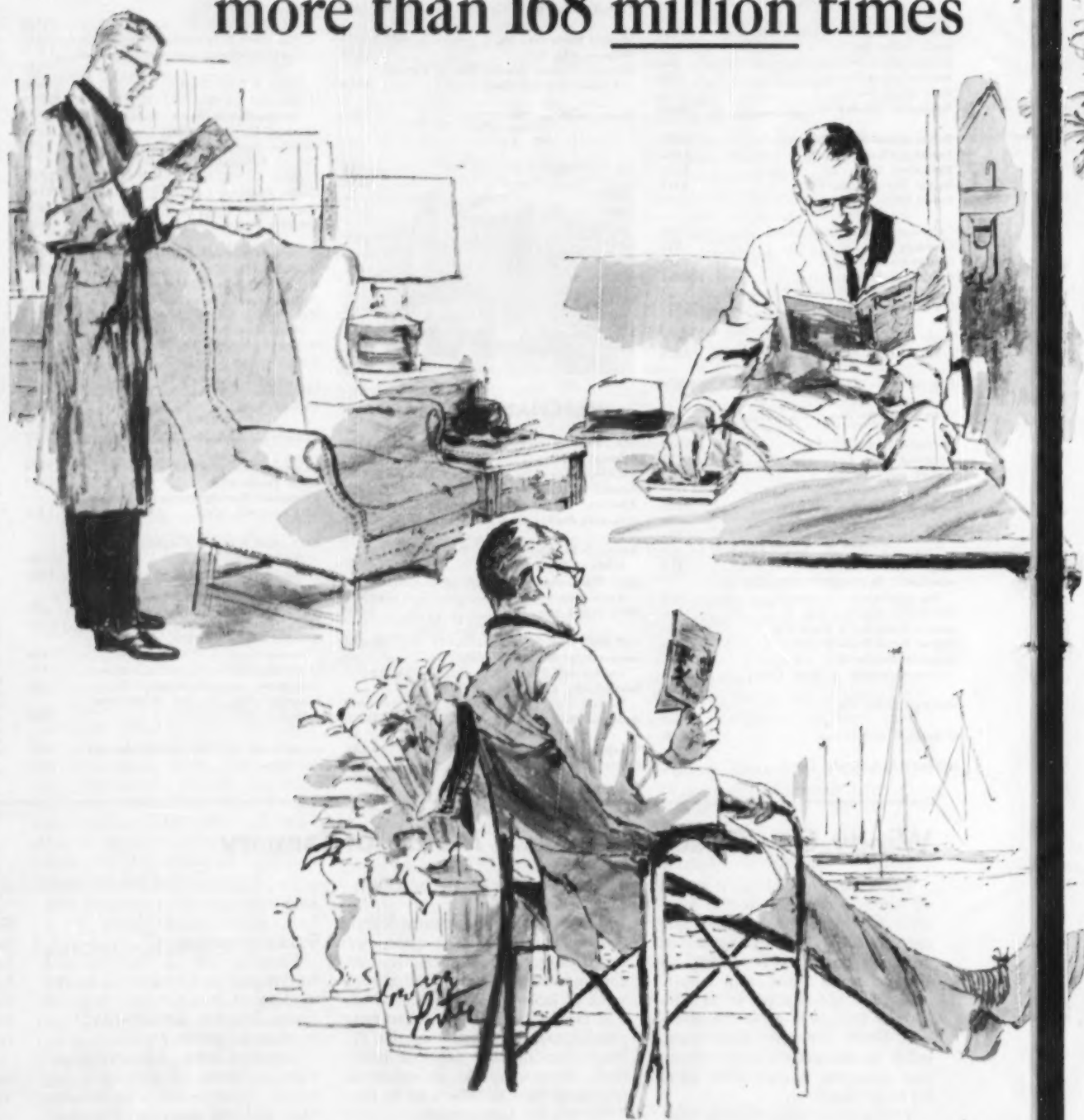
and everybody's target date is Jan. 6.

At the Furniture Mart, the 17th floor no longer shows appliances, and the bull-pens of other years have vanished. Of the 70 manufacturers who showed on the 17th floor, half have found a home on the fifth floor, according to Furniture Mart management.

On the 11th floor of the Merchandise Mart, the sound of hammering prevails. Philco is taking over a large combination display and office space at the east end of the building and Hotpoint is redecorating completely again. Maytag is moving into the old CBS space.

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

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With Questions From The Floor . . .

Women Tell Manufacturers . . .

Tenth Annual Home Laundry Conference in Chicago is devoted to instructing teachers and finding out what interests them . . . 500 attend

LUNCHEON SPEAKER Elisha Gray II, president of Whirlpool-Seeger Corp. and first vice president of AHLMA, introduced Annabelle Heath.

A HIT OF THE SHOW was Norge's Jessie Cartwright, right, who pulled no punches in her talk on good washing practice.



Devoted to the ABCs of laundering, the tenth National Home Laundry Conference held in Chicago Nov. 1 and 2 was mostly devoted to the needs of teachers assembled from as far away as New Hampshire.

It was of value to manufacturers in learning what clicked at educational level. A plastic dryer won a welcome, and the fact that a dryer can be used for fluffing pillows and clothes was presented. Rye Anthor, General Electric, Lou Snyder, Whirlpool-Seeger, and Harry Friedman, Conlon-Moore, put the devices through their paces.

Mrs. Annabelle Heath, U.S. Housing and Home Finance Agency, told of research into what women want in new homes. They don't care for a "turn key" job, she said, but desire space and wiring that permits them to exercise their own judgment. They want the laundry on the first floor, near the kitchen, but not as part of the kitchen. In the north, the basement is okay, because of cost. Laundry is seldom done in the evening, she found.

Women are trying to cut their week's labor from 60 to 40 hours, and want all labor centralized, with good light, both natural and

artificial, with space for ironing board, and ability to watch the children.

Five Departments. The chemistry of home laundering was broken down into five departments: colors, discussed by John Zelek, Interchemical Corp.; bleaches, by Robert Ferris, Purex Corp.; soaps and detergents, by Anne Lyng, Procter & Gamble; starches, by Rose White, Corn Products Refining Co.; and water, by R. W. Forsythe, Dow Chemical Co. J. W. McCarthy and W. E. Duvall, Sears Roebuck & Co., talked on textiles and their construction.

Robert Payne, service manager, Maytag, launched into a discussion of the biggest service troubles a dealer encounters. On a service call, he said, the first thing to check is whether the water faucets are turned on, the lids closed, and the hoses connected.

Overloading is the biggest mistake women make. If women haven't a scale, ask them to check against the mark in the washer. Rusty water will cause trouble, and the improper use of bleach will get a call.

Plugged up drain hoses cause service calls, and many a baby stocking in the pump has brought



LOU SNYDER, of Whirlpool-Seeger, left, Guenther Baumgart, executive director of AHLMA, center, and Edith Ramsay of American Home magazine get together for a chat.



LAUNDRY STARCH expert Rose V. White, left, of Corn Products Refining Co. was a popular target during the question period. Here she is at lunch with Arleen Arnold of Kelvinator.



TWO GENERATIONS from Maytag talk laundry with Dabry B. Barnett of Household magazine. At right is veteran Roy A. Bradt; at left is Bob Hoover.

What They Like in Laundry Work

a serviceman to the house.

Mrs. Jessie Cartwright, home economist for Norge, declared that all washers will clean clothes today. The housewife is the Svengali and the washer her Trilby—she has to use brains to run it. She must know fabrics, how soiled, whether color is fast, whether colors will bleed. Some people almost expect a washer to sew on loose buttons, or complain to the dealer.

Temperatures. Today every temperature of water has its uses. Cold water is satisfactory with some new synthetics. Lukewarm water is necessary with woolen blankets. Hot water has its place. Mrs. Cartwright suggested that a load be saved for a cold water wash. Don't wash too long, she advises.

Ann Olson, Bendix, discussed the dryer. Wipe out the cylinder of a new one, to avoid clothes spotting, she suggested. Some dryers have separate temperature settings, others have not. Sort clothes for the washer first, and don't mix things up. Timing is most important with the dryer, as all fabrics differ. So don't overdry. Open the door, feel the clothes occasionally—all fabrics have a natural moisture which must not be destroyed. Mark down the proper time the first time the machine is used, and follow this thereafter.

All makers of "T" shirts say, "don't use a dryer." This is because of their being knitted and of odd sizes. Miss Olson advised buying these shirts one to two sizes larger,

and accepting the shrinkage. Contour sheets can be pressed by careful folding and then being placed on top of the warm dryer.

With polished cottons, drying should be accomplished in 5 or 6 minutes. They should not be placed in a family load. The heat of the dryer will knock out wrinkles. The "wash and drip dry" tag put on some fabrics by manufacturers works on pleated skirts.

Miss Olson said that starched clothing should be placed alone in the dryer, except for men's shirts. Use towels as buffer for drying blankets and brush out with cocker spaniel brush. Electric blankets are all right, too. Some have wires with plastic coverings which will melt if too hot.

Air Action. Air action alone in a dryer is good to remove mothball odors, and excellent for fluffing clothing. You need heat if you are to remove wrinkles. Where you get complaints about buttons melting, it is the fault of the buttons.

"Remember," said Miss Olson, "you cannot compare one dryer's time with another. There are too many combinations that affect this."

To do a good job of ironing, said Oril Sorby of Ironrite, you need to take clothes out of the dryer while still damp.

Practice is important to good ironer use. Follow the direction book step by step. Short cuts are to be avoided, as this leads to disinterest and disgust.

HELEN W. KENDALL of Good Housekeeping magazine trades information with P. Eduard Geldhof of Whirlpool-Seeger outside the meeting room.



AHLMA PRESIDENT B. J. Hank, of Conlon-Moore, talks over final show details with AHLMA staff members.





AFTER A LAUNDERAMA at Max Rhodes, Inc., Arlington, Ill., the ladies get another chance to ask questions of Ethel Brenner, Norge home service director.

Toddlers Launderama

Norge finds that its new series of shows works best with small groups. They're close to the 500th show, have an average of one unit sold on the spot for every 15 attending

With groups as small as six housewives, Norge dealers all across the country are finding this year's "Tots N' Toddlers Launderama" a sure-fire selling device. The smaller the crowd, the more sure-fire the sales, it seems, which makes the inexpensive promotion just right for the small to medium-sized appliance dealers.

According to Norge-Chicago, the factory branch, the average dealer gets away for the cost of doughnuts and coffee, and can anticipate one sale for every fifteen attending, and probably more. Norge has records like these:

- Eli Home Furnishings Co., Oakland, Calif., put on two shows with a total attendance of 24. Sold: three automatic washers, four dryers.
- The Henderson Co., Raleigh, N. C., had just one show with 22 housewives there. Sold: three dryers, two washers.
- A Cheyenne, Wyo., dealer put on a show with Fran Osborne, a Norge regional home service director. The 23 ladies attending bought three automatic washers, one dryer, one wringer washer and a refrigerator.
- Thompson and Hamilton, Inc., Columbus, Ohio, distributors, have put on four shows for dealers, had less than 50 total attendance. Grace French, the home service girl there, reports 21 units were sold: ten washers, nine dryers and two freezers.
- Summers Hardware and Supply Co., Johnson City, Tenn., reports that their two shows moved 11

laundry units and a refrigerator.

- In New Haven, Conn., the Plymouth Electric Co., distributors, put on four shows with just 43 attending. Results, according to Margaret Edwards: six laundry units, two refrigerators sold.

One dealer, David's Hardware and Appliance Co., Houston, Texas, liked the idea so well he really promoted it. In all, at four shows, 300 people came in. It was "standing room only" every time. Results: six washers, five dryers sold on the spot. And, of course, plenty of leads to follow up. Percentage-wise, however, Norge thinks that more and smaller crowds would have paid off better.

The reason for this sort of success, the Norge people feel, is that this year they're using a rifle instead of a shotgun. They're aiming at the 21.5 percent of couples with children under two years of age who buy automatic washers instead of at anyone in the neighborhood.

According to Norge's Jessie Cartwright, national home service director, who determined the percentage figure mentioned above, "the main reason for the success of the Tots N' Toddlers promotion is that we build a 'sensitive' audience." By inviting only mothers with diaper-age babies, and playing with a tighter group of percentages, Norge people think they can cut down attendance, and raise sales. Their home service girls use such phrases as "a qualified audience" and "people 'on the fence' about buying laundry equipment."

The group that attended a recent Launderama at Max Rhodes, Inc., is a good example, though rather a special one. Norge-Chicago hand-picked these ladies from a group attending evening home economics courses at a local high school. Norge home service di-

rector Ethel Brenner was one of the instructors at the school, "coincidentally."

Just 12 ladies came. They had been contacted three times, and were definitely interested. They almost all had young children in their homes.

\$23 Billion in Majors . . .

. . . seen as five-year prospect by Frigidaire head; company's new "sheer look" bolsters obsolescence trend with new refrigerators looking like built-ins

Americans will spend more than \$23 billion on major appliances during the next five years, predicts Herman F. Lehman, General Motors vice president and head of Frigidaire.

Speaking at a news conference recently, Lehman said that consumption of major electric appliances for 1956 would exceed 13.8 million units, topping 1950, the industry's best previous year. By 1960, he said that over 18 million major electric appliances will be going into American homes.

Lehman also said that Frigidaire had allocated the "biggest expenditure in its history for new model tooling and facilities" for its 1957 line. He described the company's 1957 appliances as "completely new," adding that "they will do more to obsolete existing models than any line we have ever produced."

New Look. He said that the new free-standing appliances feature the "sheer look" that eliminates conventional rounded corners and unnecessary projections. He claimed that this functional, squared-up de-

sign blends with cabinetry to give any kitchen a built-in appearance without remodeling.

Lehman added that 1957 "sheer look" Frigidaire refrigerators, electric ranges, and home laundry equipment will be available in matching pastel colors and white.

Frigidaire's "sheer look" line includes 12 new refrigerator models and 10 porcelain-finished electric range models in 30- and 40-inch sizes. The new refrigerators feature doors that are inset in the cabinets like pictures in chromium frames. Door seals, wires, hinges, and latches are no longer visible.

Because of this new concept, it is possible to install kitchen base cabinets flush with both sides of the free-standing refrigerator. The new door swings open 180 degrees before touching the base cabinet snugly-fitted alongside.

All range models have tops with raised, non-spill edges.

To illustrate what can be done with the new appliances, Frigidaire has constructed a series of five practical idea kitchens to show the latest thinking in this field.



ONE OF FIVE practical idea kitchens built by Frigidaire, this "Cosmopolitan" version illustrates the new look of sheer-line white appliances with touches of stainless steel. Note the built-in effect of Frigidaire's new "sheer look" appliances. Unlimited baking and roasting are made possible by the two built-in stainless steel ovens. The work center of the kitchen features a cooking peninsula topped with stainless steel "drop-in" surface cooking elements.

Electrical Week

Plans for February observance include wide national radio-TV coverage, newspaper and magazine publicity; broad local programs also outlined

Plans for the second annual observance of National Electrical Week next Feb. 10-16 are meeting with enthusiastic response from every quarter of the electrical industry, according to Merrill E. Skinner, chairman of the National Electrical Week committee.

The week, sponsored by organizations representing all of the major segments of the electrical industry, is scheduled for the week of Thomas A. Edison's birthday. "It's overall objective," Skinner said, "is to enhance public appreciation of electricity and the contributions of the electrical industry to our nation's progress, and economy."

"We expect companies and industry groups to use the week to promote adequate wiring, to encourage appropriate recognition of electrical pioneers, such as Edison, to impress employees with the importance of their industry, to strengthen plant-community relations, to stimulate sales of equipment, appliances and power, and to further other public relations interests."

Skinner said that more than 30 companies with national advertising programs have assured the committee of their cooperation. He also said that specific plans already include network television and radio shows that will carry National Electrical Week messages to more than

85-million people.

Planning Guide. Skinner, who is vice president and director of sales for Union Electric Co., St. Louis, also reported that the second broad area of the week's activities, state and community observances staged by local committees, would be initiated with the mailing of a National Electrical Week Planning Guide and related program materials to industry representatives throughout the nation.

The planning guide, according to Skinner, will provide the basis for the week's activities at the community, regional, and individual plant and company level.

Skinner made his remarks following a meeting in New York City of representatives of the twelve national organizations sponsoring the observance.

He pointed out that Electrical Week salutes are planned for several network television and radio shows in addition to magazine and newspaper advertising and publicity.

Skinner also said that the 16-page planning guide will be distributed by the sponsoring organizations to industry representatives. The booklet outlines the objectives of the program, along with the national advertising and publicity plans, and suggests numerous projects for local participants.

A Quiet Dishwasher . . .

. . . signals Waste King's latest bid for a place in the appliance sun; West Coast company stresses quality, not cost, in its market bid

Big things are stirring on the West Coast. A small, new company is reversing the national trend of merger and dissolution in attempting to become a factor in the appliance business.

Waste King Corp., which entered the home incinerator field only two years ago, already claims approximately 20 percent of the entire national market.

The firm's splash into the appliance puddle was noticeable earlier this year when the Los Angeles manufacturer introduced a complete line of gas and electric built-in ovens and ranges. The company's new incinerator, too, is designed as a kitchen appliance.

But that isn't all. Waste King

recently introduced an automatic dishwashing machine, which it claims is so silent that you can rest a telephone on its top and carry on a normal-voiced conversation.

Although the \$319.95 to \$374.95 price range is definitely high end, Waste King figures that there is plenty of demand for quality merchandise. The company points with pride to 53 special design features that make their machine a homemaker's dream.

The new dishwasher, among other features, boasts easily-removable front panels, allowing decorator changes. Both deluxe and custom models are available in either the freestanding or the under-counter design.



EASTERN DISTRIBUTORS for Mitchell crowd in for a close-up look at firm's new air conditioners during regional meeting in New York. Explaining units is Mitchell vice-president Howard Haas, right.

Mitchell: "It Moves"

That's what company officials think consumers will say when they spot one of Mitchell's new "roto-cone" air conditioners in dealer stores

A change of pace has paid off for Mitchell in introducing its 1957 room air conditioner line.

For years the firm has been among the first manufacturers to show its new lines and for just as many years emphasis during these showings has been on merchandising plans designed to stimulate early season sales.

This year Mitchell pushed back its product introductions until a number of other firms had completed theirs. And once the Mitchell introductions began the emphasis was on product and not promotion.

The product which got most attention during a series of five regional meetings for distributors was Mitchell's "roto-cone" unit. While Mitchell engineers offered plenty of evidence that there were sound scientific principles behind "roto-cone", it was obvious during the distributor meetings that top executives of Mitchell were equally intrigued by the product's merchandising possibilities.

What Is It? "Roto-cone" is a patented, self-propelled rotor that creates a sweep cooling effect. Mitchell engineers say that the device enables the unit to cool 21 percent faster and drastically reduces the sound level of the air conditioner. The sweeping action of the rotor, says Mitchell, creates millions of "gentle air currents." (For further details see New

Products section, page 86.)

The merchandising possibilities of the "roto-cone" are obvious, Vice-president Eugene Tracey told distributors. He recalled early radio business where every console looked alike and maintained that in such a situation a different looking radio set with over-sized dial was able to stand-out on dealer floors. Much the same applies to air conditioning today, Tracey said, and he went on to point out that the new Mitchell units are the only air conditioners that "move".

Seven Lines. The "roto-cone" is only one of seven lines of air conditioners offered distributors this year. The price leader is the advance series of six models which will be available in limited numbers. Set-ups include a "power pack 24" series which fits 24-inch windows, a "pancake" line with the emphasis on versatility in mounting, a casement series, an "ultra-thin" line and the "imperial" series of top quality, top-priced merchandise. The company also introduced a new complete home air conditioning system which it hopes appliance dealers will handle in steadily increasing volume.

Also unveiled was an extensive advertising and sales promotion package which includes a saturation advertising campaign for local use and a series of retail selling "events" for dealer use.

Distributors Named

Admiral Corp.—Major Appliance Co., Lansing, Mich.
Amana Refrigeration, Inc.—Field and Shorb Co., Decatur, Ill.; Ackerman Molchan Co., Peoria, Ill.; United Distributors, Omaha, Nebr.; Twin States Appliance Co., Wheeling, W. Va.; Columbia Electric and Mfg. Co., Spokane, Wash.; Motor Radio Co., Kansas City, Mo.
Eureka Div., Eureka Williams Corp.—Roth Appliance Distributors, Inc., Milwaukee, Wisc.; Peirce-Phelps, Philadelphia, Pa.
Fedders-Quigan Corp.—Richards Electric Supply, Inc., Cincinnati, O.; B. S. Dreno, Inc., Denver, Colo.; Allied Appliance Co., Boston, Mass.; Leo Maxwell Co., Inc., Oklahoma City, Okla.; Goldberg-Tiller Co., Richmond, Va.
Kelvinator Div., American Motors Corp.—Vermont Hardware Co., Inc., Burlington, Vt.
Landers, Frary and Clark—Broom Distributing Co., Syracuse, N. Y.; Raycraft Co., Minneapolis, Minn.
Quicfrez, Inc.—Major Distributors, Inc., Oklahoma City, Okla.; Bond-Rider-Jackson Co., Charleston, West, Va.; Public Distributing Co., Denver, Colo.
York Corp.—Harry Knodel Distributing Co., Cincinnati, O.; C. B. Stone, Inc., Middletown, Conn.; Southern New England Distributing Corp., Hartford, Conn.; Electra Merchandising Distributors, Inc., Albany, N. Y.

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ADVERTISERS' INDEX

DECEMBER 1956

Airtemp Div. Chrysler Corp.	35	Lovell Mfg. Co.	3rd Cover
American Furniture Mart, The . . .	79		
American Telephone & Telegraph Co.	41		
Apex Electrical Mfg. Co., Inc., The	2nd Cover		
Better Homes & Gardens	27	Magnavox Co., The	91
Burch Mfg. Co.	78	Maytag Co., The	62, 63, 65
		McCalls	66, 67
Caloric Appliance Corp.	85	McGraw-Electric Co., Clark Div.	77
Chevrolet Div., General Motors . .	69	Mend-It Sleeve Mfg. Co.	106
Chicago Tribune	94, 95	Merchandise Mart, The	93
Chico General Products Corp., Air Cooler Div.	82	Merchandising Supplement	106
Cole-Sewell Engineering Co.	8	Modern Water Treatment Div. Geo. Getz Corp.	43
Commercial Credit Corp.	44		
		National Housewares Mfrs. Assoc.	32
Driver-Harris Co.	29	New York Daily News	81
Dry-R-X Co.	6		
DuPont de Nemours & Co., (Inc.), E. I., Finishes Div.	34		
		Proctor Electric Co., Equipment Div.	36
Emerson Radio & Phonograph Corp.	96	Preway, Inc.	89
Eureka Williams Corp.	30, 31		
		Readers Digest	100, 101
Fast Chemical Products Corp. . . .	8	Revco, Inc.	9
Frigidaire Div., General Motors	37-40	Roper Corp., George D.	92
General Electric Co., Electronic Components Div.	14, 15	Self-Lifting Piano Truck Co. . . .	106
Motors Div.	87	Skinner Co., M. B.	78
		Stetson China Co.	106
Hoover Co., The	7	Studebaker-Packard Corp.	60
Hotpoint Co.	10, 11		
Hyker	106	Webb Manufacturing Co.	6
		Westinghouse Electric Corp., Major Appliance Div.	3
Kelvinator Div., American Motors Corp.	4th Cover, 17-21	Whirlpool-Seeger Corp.	22, 24, 26, 28
		White Products Corp.	12
Life	25	White Sewing Machine Corp. . .	73
Lonergan Mfg. Div. McGraw Electric Co.	4	Wilcolator Co., The	70, 71
		Yeats Appliance Dolly Sales Co. .	8
		York Corp., Subsidiary of Borg-Warner	74, 75

CLASSIFIED ADVERTISING
F. J. Eberle, Business Mgr.
EMPLOYMENT OPPORTUNITIES 106

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WHY PAY TWO MEN?
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WITH **HYKER**
SAVE \$10 A DAY



write "HYKER"
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Phila. 17, Pa.

WALKS UPSTAIRS—YOU DON'T DRAG IT

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.

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NO. 102 BALANCE TRUCK
NO. Z-300 ONE MAN TRUCK

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Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 Sizes.
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WRITE FOR CATALOG & FREE SAMPLE
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Employment Opportunities

REPLIES (Box No. 1): Address to office nearest you c/o This publication Classified Adv. Div.
NEW YORK: P. O. Box 18 (88)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

Manufacturers Representatives wanted. Many territories open-competitive line of cord sets, trouble lights, heavy duty extensions. RW-5577, Elec. Merch.

SELLING OPPORTUNITY WANTED

Salesman calling on the trade in Oregon and Washington wishes sideline as factory representative have warehouse space available if needed. RA-3569, Elec. Merch.

Are You This
Traffic Appliance Merchandiser
Who Wants To Move Up?

We're looking for a man with successful traffic appliance merchandising experience to take over as Traffic Appliance Merchandising Manager with an old, established leader in the industry. Retail and wholesale experience desirable. Salary open. If you aren't moving ahead as fast as you deserve, here is your opportunity to establish yourself in a permanent, key executive position. Write fully and in confidence prior to personal interview. Box

F-3486, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

NEW POSITIONS



B. A. CHAPMAN

Kelvinator Div., American Motors Corp.—B. A. Chapman, vice president of operations, has been named executive vice president and general manager of the appliance division of the corporation. Arleen Arnold has been named director of the Kelvinator Institute for Better Living.



PAUL GARRITY

Schick, Inc.—Paul Garrity has been appointed general sales manager. Garrity was formerly field sales manager.



GEORGE H. CHILDERS

Emerson Electric Mfg. Co.—George H. Childers has been named manager of merchandise sales. Edward K. Handlan is the newly appointed manager of room air conditioner sales.

DeWald Radio Mfg. Corp.—Samuel Olchak has rejoined the corporation with the title of general sales manager.

Whirlpool Seeger—James V. Baxter has been named to the new position of director of distribution for RCA-Whirlpool home appliances. Baxter was formerly southwestern regional manager.



WILLIAM E. CRANSTON

Lindemann & Hoverson Co.—William E. Cranston has been elected president and Howard N. Kyser, vice president and general manager. Cranston retains his position as president of Thermador Electrical Mfg. Co., and first vice president of Norris-Thermador Corporation.

Berns Air King Corp.—Gilbert Meyers has been advanced from sales manager to the newly-created post of executive vice-president and national sales manager.



WILLIAM J. HORN

Philco Corporation—William J. Horn has been appointed advertising manager of the corporation's appliance division. Horn was formerly advertising manager of Philco's accessory division.



DANIEL J. TELL

Westinghouse Electric Corp.—Daniel J. Tell has been appointed sales promotion manager of the radio-television division. Other divisional appointees include Earl J. Hadley as assistant advertising manager and Arthur A. Currie as assistant general sales manager. Robert A. Myers is the new district manager, portable appliances, for the company's central region in Cleveland.

White Sewing Machine Corp.—R. E. Lavery has been appointed sales promotion and advertising manager of the corporation's sewing machine division.

Magnavox Co.—Robert K. Daniel has been appointed retail advertising manager for the television-radio-phonograph division of Magnavox.

Amana Refrigeration, Inc.—Maurie Hulen has been named food plan zone manager for the eastern section of the country. Roy H. Crissey and Joseph Schneider have been named to like titles to cover other areas.

American Kitchens Div., AVCO Mfg. Corp.—Donald J. Little has been named midwest regional manager.

Big Business Will Prevail . . .

. . . along with the qualified individuals within it as the most effective form of enterprise in mass-production industries, says Whirlpool-Seeger's Gray

A leading figure in big appliance business defended bigness recently.

Elisha Gray II, president of Whirlpool-Seeger Corp. predicted that big business will be the surviving form of enterprise in mass-production and mass-marketing industries.

In a talk entitled "Big Business and Mutual Management," Gray stressed the importance of the qualified individual in what he termed "mutual management" of a big corporation. He cited his own company as a successful example of this policy and outlined how it may be applied effectively to other large organizations.

Gray contended that basic business arithmetic is forcing enterprises to expand in fields where extensive capital or facilities are needed to keep pace with technological growth and where national selling is done through expensive mass media.

Best Service. He declared that the form or size of business that will win through in each field will be the one that proves it can best serve the public. Gray saw it "unlikely that this country will pass laws legislating against a business form that could provide a better service or product to the mass of

consumers, even though to do so, it might get very large."

But, he said, expansion of enterprises in mass-production and mass-marketing industries should result in attaching more importance to the individual in the business organization.

"Consistent with keeping the company solvent and strong, the most important factor in the daily flow of business will be the place of the individual in the scheme of things," he stressed.

Too Complex. Gray observed that the operation of big business today is so complex that it is not possible for any one individual to be qualified in all facets of the operation. "In a big successful business," he said, "everyone who is qualified must manage—not just the top few. This might really be called Mutual Management."

It was Gray's contention that the big business oriented to the individual, which bases its actions on the belief that what is best for the individuals will in most cases be best for the company as a whole, will help to create a "driving spirit" in its staff and provide "that catalytic agent that changes an ordinary enterprise into a great one."

Scheduled Meetings

AMERICAN HOME LAUNDRY MFRS ASSN.

Annual Meeting, Chicago
Jan. 4-5

WINTER MARKETS

Merchandise & Furniture Marts
Chicago, Ill.—Jan. 7-18

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.

Annual Convention
Conrad Hilton Hotel, Chicago
Jan. 13-15

NATIONAL HOUSEWARES MFRS. ASSN.

Navy Pier, Chicago—Jan. 17-24

INDEPENDENT HOUSEWARES EXHIBIT

Morrison Hotel
Chicago, Ill.—Jan. 17-24

NATIONAL ASSN. OF HOME BUILDERS

Conrad Hilton Hotel, Chicago
Jan. 20-24

WESTERN WINTER RADIO-TELEVISION & APPLIANCE MARKET

Western Merchandise Mart
San Francisco, Calif.—Feb. 4-8

HIGH FIDELITY SHOW

Los Angeles, Calif.—Feb. 6-9

Sell Better — Electrically!



LAURENCE WRAY
Editor

IN August, 1955, we wrote a piece on this page entitled, "Gas Has Got It—Promotion!". We started this little piece by saying, "Anyone who has attended an electrical industry convention will recall speech after speech extolling the fantastic growth of the electrical industry, the enormous expansion in generating capacity and the rising curve of residential use. . . . There are also rosy predictions of greater achievements to come in the years ahead. . . . But there is one area in which the electrical industry is fast losing ground to the gas industry and that area is the national promotion of electricity as a fuel. Many individual manufacturers are doing a splendid job of promoting electric ranges and water heaters. And many electric utilities are waging a stern fight to promote electric cooking and water heating loads. But at the national level, it is about time we admitted that the gas industry is running with the ball and taking the public spotlight away from us. . . ."

We would like to be able to say, "How far our little candle throws its beam!" but we are content in all modesty, to admit that others in the industry had long since arrived at a similar conclusion. In all its 77-year history, the electrical industry has never had a national campaign to sell its essential services to the American public. Services taken mostly for granted; services paid for grudgingly; services under political attack from the proponents of public power; services regulated, controlled and scrutinized constantly by federal and state commissions. And services subject to the same jungle laws from competitive industries that face all who market a necessary commodity.

But the measure of the worth of a commodity or a service lies in the measure of its acceptance by a country's industries or its people. And electricity, in its ability to keep both our industries and our homes humming, has earned that measure of acceptance. We all know it—but does the general public know it?—the electrical industry has made a staggering contribution to the American economy as a whole and the American standard of living which is the envy of the world.

SOMEHOW this story had to be told; somehow it had to be brought to the attention of the public. The manufacturers of electrical equipment; the power companies with their vast resources of generating, distribution and transmission facilities; the distributors and dealers of the products that go into homes and industries and the contractors who wire and equip the premises, cannot individually get their story across to the public. They need a vehicle. They need something larger than themselves. Other indus-

tries have recognized this need for many years—the insurance companies, the meat industry, the transportation industry—yes, even the gas industry—to sell, not just a product or a brand, but a service. Furthermore, the necessity of selling their service against some competing service.

Well, now the electrical industry has just such a vehicle to sell its own particular brand of service and products. In February, 1956, a short ten months ago, the General Electric Co. unselfishly contributed both manpower and money to get the program off the ground. A nationwide closed circuit telecast heralded the opening of the drive enlisting the support of all branches of the industry. The avowed purpose of the campaign which is to be a long-term continuous one is to speed the development of the residential market for electricity and electrical products—to double the average annual kilowatt-hour consumption in America's homes. Now, obviously, you can't double residential use unless you sell a lot more lighting, appliances, radio and television and all the other products and services that go to make up electrical living. It is a program, therefore, designed specifically to throw the weight and prestige of the entire industry behind the sale of our products. What more could we ask? Everybody stands to gain: the manufacturers of the products, the utility companies' load-building efforts and the distributors and dealers who sell the products.

To date, the campaign has achieved all its preliminary objectives. It has won the support of most of the major manufacturers including such giants as Westinghouse and Frigidaire; the great body of utility companies throughout the country; allied associations in the architectural, building, banking, real estate and contracting fields and the distributing trades in our own industry. As the numerically largest group, we have a profound obligation, in our own enlightened self-interest, to further implement and support the campaign. All kinds of display material and consumer literature is available; every type of national advertising media is being employed. All you have to do is to identify your own place of business to tie in with the appliance industry's first real national promotion. And your local utility is the headquarters in your community.

WE know that we don't have to tell you the theme-song of the campaign. It has long since been emblazoned on billboards, shown you on television, told to you on the radio and been the subject of impressive national magazine advertising. Its emblem is as familiar as the emblems of the two political parties. It is Live Better—Electrically! For our own theme-song, we suggest—Sell Better—Electrically!



"WE KEEP A FULL DISPLAY of wringer-type washing machines," says Mr. Dolenshek. "Volume display shows that we mean business. Wringer washers aren't a side line with us. On the contrary, we make as good, or better, profit on wringer washers as on automatics. People aren't as apt to look for a discount on a lower priced item. And the fewer service calls we have to make on the wringer types mean still greater profits."



"DEMONSTRATING THE SUPERIOR CLEANSING POWER of Lovell wringers convinces women who have hard-to-clean clothes. Running a clothespin and a thin piece of clothing through the wringer at the same time dramatizes the wringer's ability to exert pressure on thick and thin pieces. The pressure cleansing action of Lovell wringers gets dirt out that ordinarily would stay in."

Our wringer washer sales are up 300% over 1955

...reports Lou Dolenshek, president, AA Appliance and TV Center, Milwaukee, Wisc.



"SAFETY IS A BIG FEATURE in selling Lovell wringers. We show how a slight push on the release bar quickly releases roll pressure on standard models. On deluxe models, "Instinctive" safety is a big plus. Women are impressed by the fact that the safety of these models is based on the normal, instinctive impulse to pull back when something goes wrong. On the Lovell 62 Instinctive, a light pull releases roll pressure—stops rolls on the Instinctive 77."

"OUR SALES FIGURES for the first few months of 1956 suggest that sales will be 300 to 400% over 1955. And I'm optimistic about coming years, too. There'll always be a market for wringer washers. Not a restricted market either. Sure, renters, lower income groups and some others are attracted by the lower price. But we find people buying wringer washers as a *second* machine—for extra-soiled clothes."

"AN AUTOMATIC DRYER is the perfect follow up piece for a wringer washer sale. Our salesmen remind customers that the job is only half done when the clothes are washed. An automatic dryer does the job, quicker, better—and there's no worry about the weather. And women who have just bought a wringer washer are ready for an automatic dryer."



Also makers of gas and electric
drying systems

**PRESSURE
CLEANSING
WRINGER**

Lovell Manufacturing Company,
Erie, Pa.



KELVINATOR MEANS BUSINESS



GOOD BUSINESS FOR YOU!

IT IS NO NEWS to Kelvinator dealers that Kelvinator has *really* been on the march for the past two years. Business was good for Kelvinator dealers in 1955 . . . it was better in 1956. We are determined that their business will be still better in 1957. And we are ready with the products, the prices, the promotions that mean *good* business for every Kelvinator dealer who *means* business.

Very soon your Kelvinator Distributor or Zone Manager will be setting up his product showing in Kelvinator's 1957 Rose Room. At the Rose Room you'll see the complete power-packed Kelvinator program for 1957.

Watch for it. See it. Get the *whole picture*. Then you'll know how—and why—*Kelvinator means business* . . . good business for *you*.

DON'T MISS THE KELVINATOR ROSE ROOM, COMING SOON!

Watch For Your Invitation From Your Kelvinator Distributor Or Zone